



McLAUGHLIN-BUICK





McLaughlin-Buick

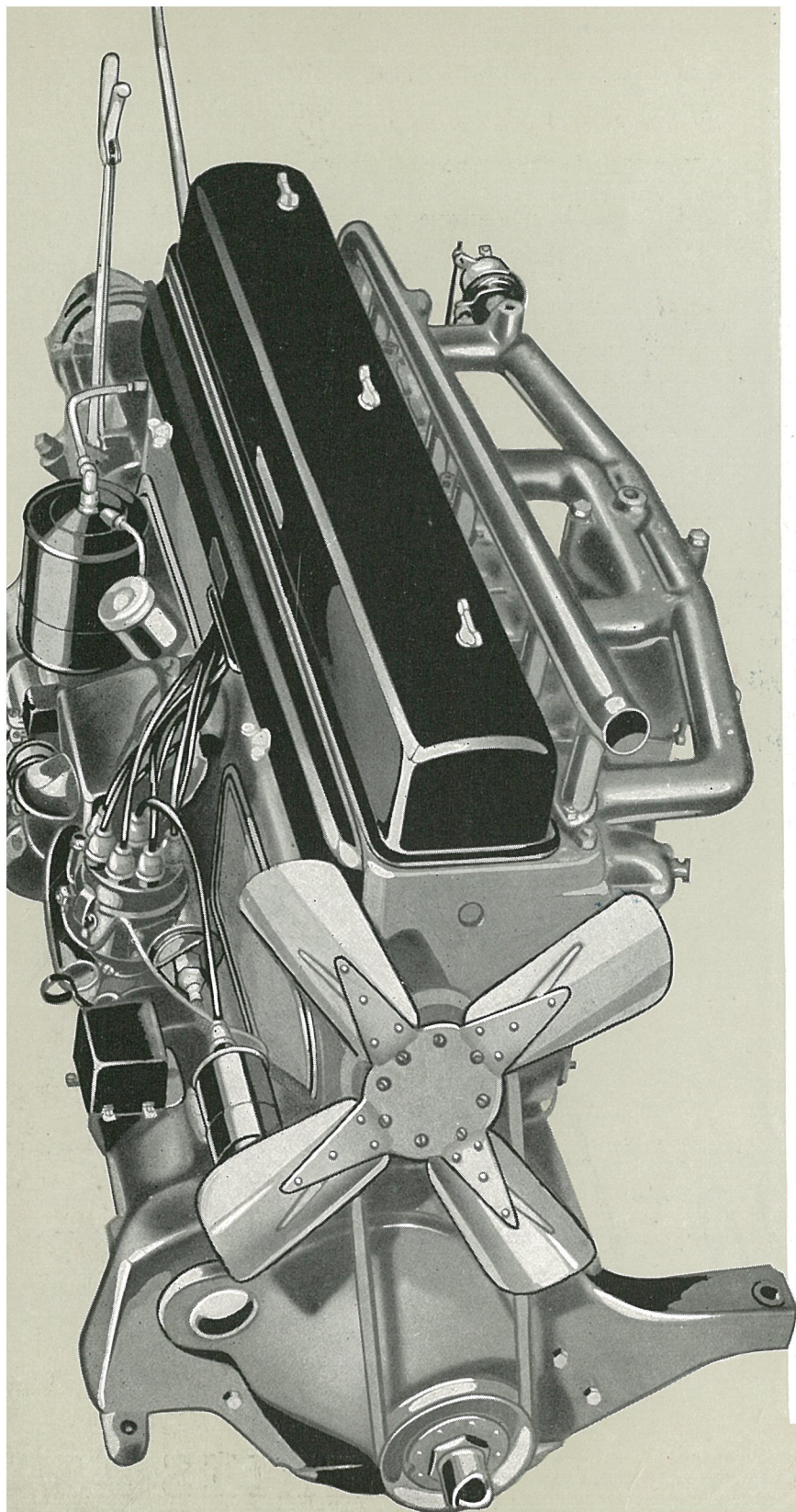
SERIES 49 • SERIES 46 • SERIES 45

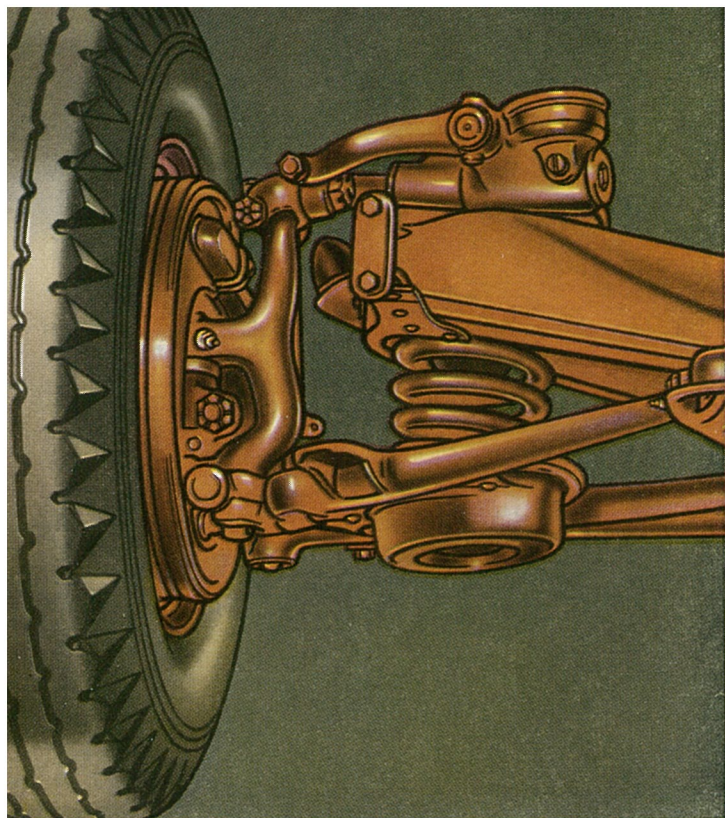
WHAT TO EXPECT FROM YOUR MOTOR CAR INVESTMENT

One of the most important questions a family, or an individual, is called upon to answer is this, "What car shall we buy?" On the answer to that question depends whether the purchase of a car shall be followed by complete satisfaction with its performance, its dependability, and its economy.

If your choice is a McLaughlin-Buick, you can expect much from your motor car investment.

For a McLaughlin-Buick is more than just "another automobile". It is an automobile of such quality and distinction, with such a well established reputation for long life and dependability that to own a McLaughlin-Buick is to enjoy a cherished possession. To ride in a McLaughlin-Buick is to know the thrill of as fine and smooth, as comfortable and luxurious transportation as it is possible for your money to buy.





"Knee-Action" front wheels, pioneered by McLaughlin-Buick and *proved* the greatest recent contribution to riding comfort.

To drive a McLaughlin-Buick is to have under your safe and sure control one of the smoothest engines, one of the finest power plants in a modern automobile.

We believe that the McLaughlin-Buick of today cannot be surpassed for smart and modern styling; fine, dependable performance; or high standard of craftsmanship, materials, and design. Evidently, the public believes

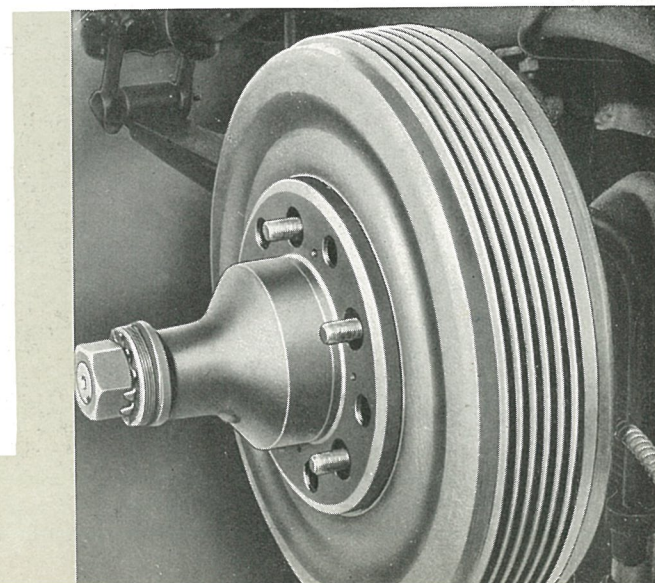
that, too, for the public has accorded today's McLaughlin-Buick a leadership in sales such as no other fine car ever enjoyed.

In the following pages, we show you the McLaughlin-Buick of today in twenty-four smartly styled, body styles. We also try to give you an idea of the mechanical features which make every McLaughlin-Buick so comfortable to ride in, so smooth on the road, and so easy and safe to drive. We earnestly suggest that you drive a McLaughlin-Buick before you decide on any car. Then, if you are now only "thinking" of buying a McLaughlin-Buick, we know you will obey the dictates of your better judgment and *decide* on a McLaughlin-Buick.

A WORD ABOUT THE NEW LOWEST PRICED McLAUGHLIN-BUICK • SERIES 44

The lowest priced McLaughlin-Buick, recently introduced, is proving one of the most popular cars we have ever built. And no wonder! We doubt whether you

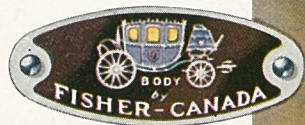
Vacuum-Power Brakes; operate quicker, easier, more positively, with remarkably light pedal pressure. A long life and safety feature of McLaughlin-Buick.



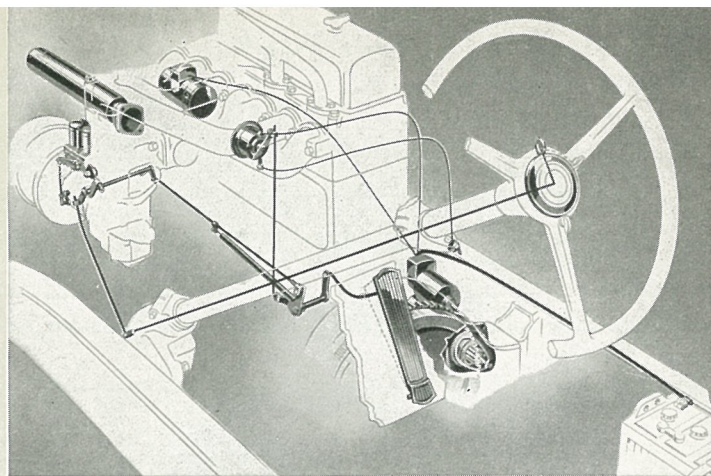
will see a finer performing car on the highways in many a day than this new car, or one that offers more genuine, all-around value for the money. It is every inch a McLaughlin-Buick, with McLaughlin-Buick styling; its fundamental features of operation and control; and its stamina, dependability, and long life. It is worthy, in every way, of the famous name it bears. It will live up to everything you ever expected of a McLaughlin-Buick—and more.

For in it are embodied features of improvement which only McLaughlin-Buick engineers could provide. Your attention is especially called to the descriptions of the Series 44 McLaughlin-Buick toward the back of this book.

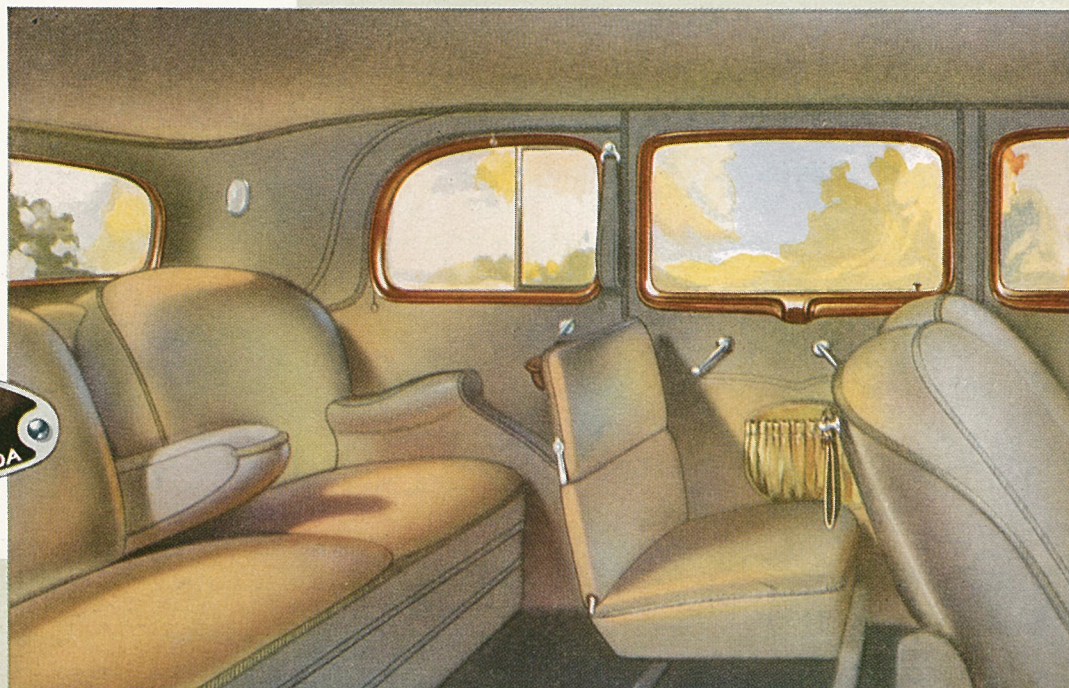
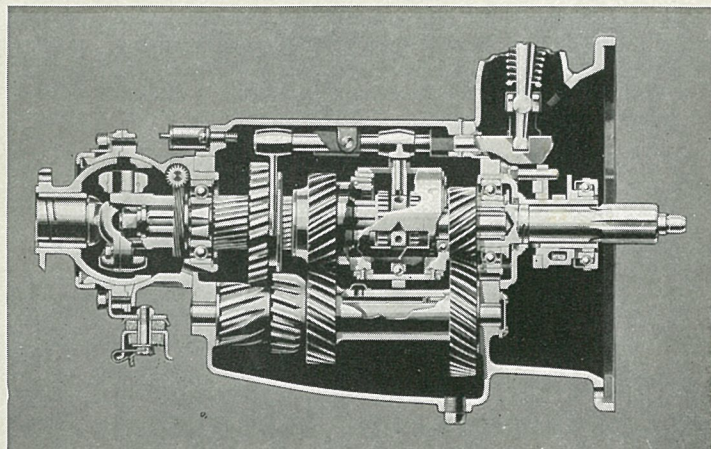
Interior of the Series 49 Seven-Passenger DeLuxe Sedan... typical of the "custom" type luxury and refinement of the new McLaughlin-Buicks.

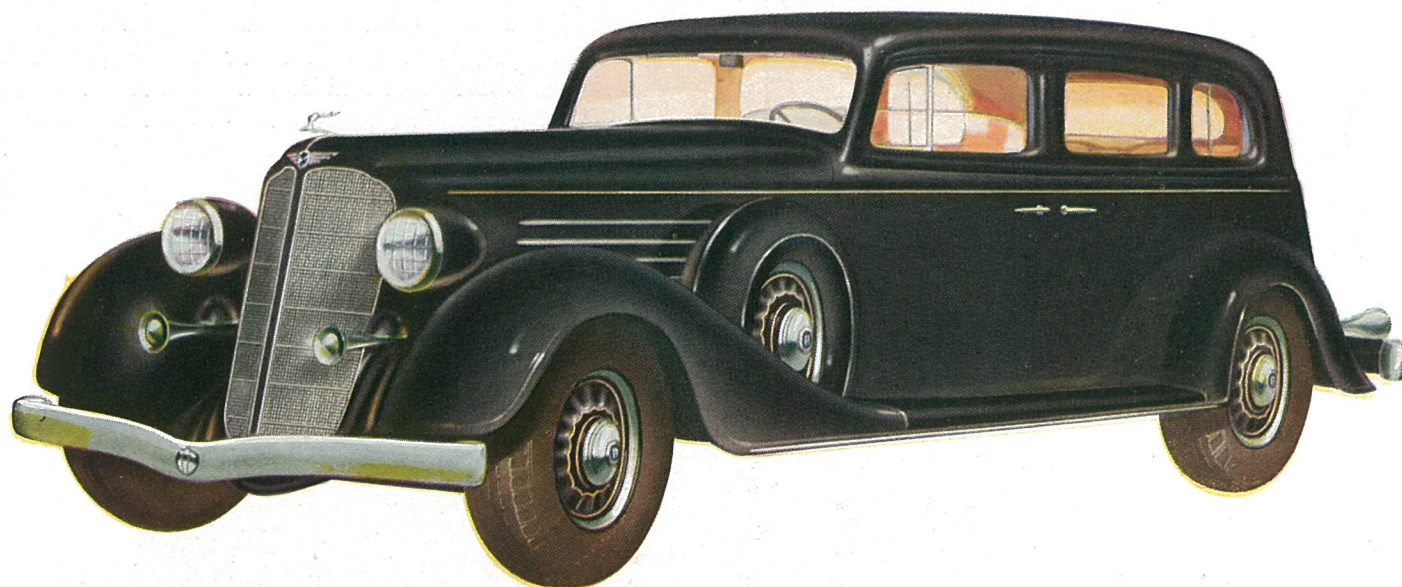


Starting a McLaughlin-Buick is so easy that the driver is scarcely conscious of the operation. Simply turn on the ignition switch, press the accelerator, and the car is started automatically. That is all there is to it.



All-Silent gears feature the improved *Synchromesh* easy shifting. They are now helical cut to give the car quietness in every speed, including low and reverse.



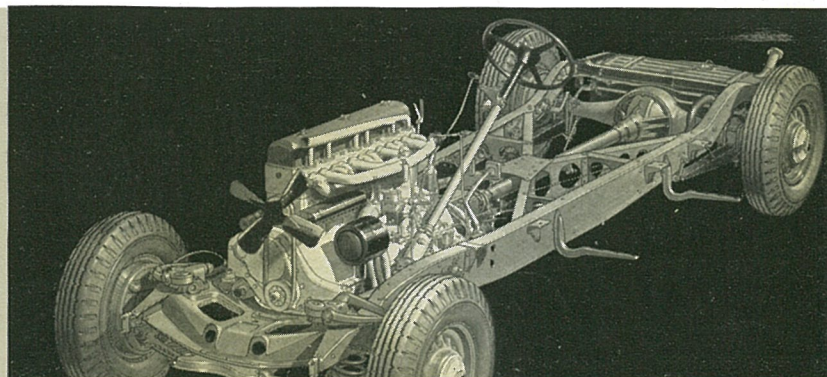


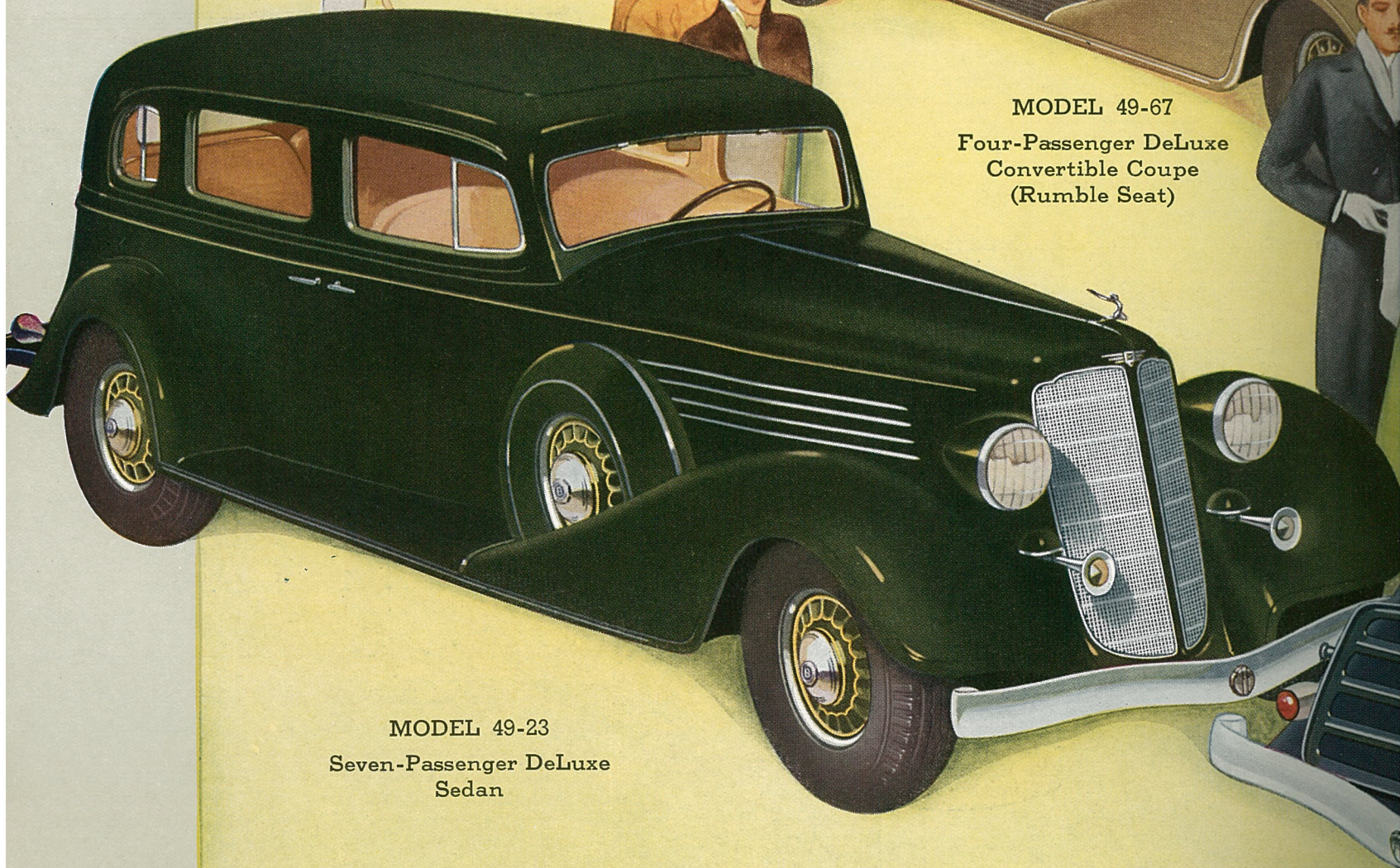
MODEL 49-13, SEVEN-PASSENGER DELUXE IMPERIAL SEDAN

By means of sliding glass partition between front and rear compartments, the Imperial serves as a Seven-Passenger Sedan and also as a limousine. Driving compartment upholstery is in the finest of soft hand-buffed leather. The rear compartment is upholstered in taupe whipcord, with side and center arm rests for the rear seat. Folding extension backs give extra comfort to the auxiliary seats, which fold completely when not in use.

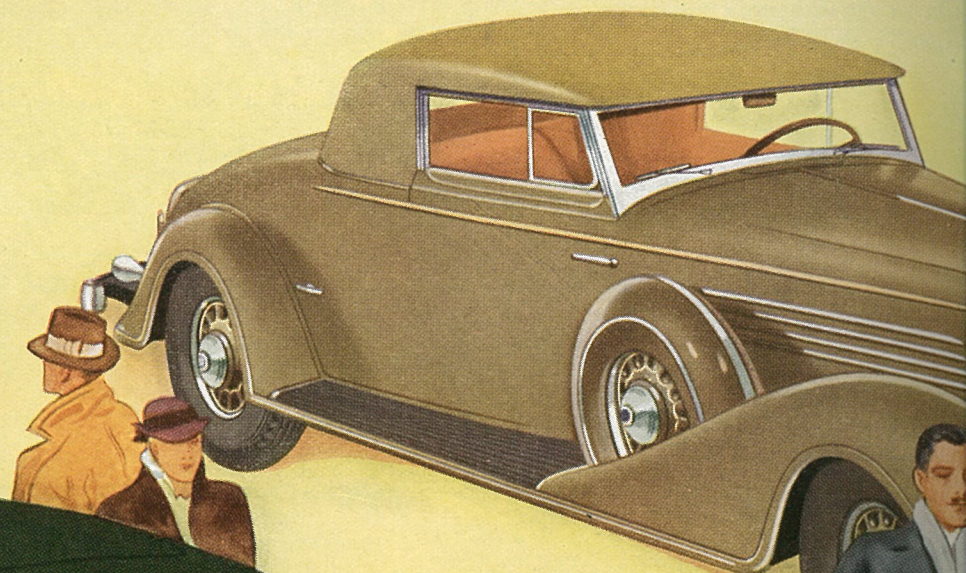
McLAUGHLIN-BUICK DEPENDABILITY FEATURE . .]

The McLaughlin-Buick chassis, with its time-proved features, is an important factor in making this the finest engineered car at, or anywhere near, its price. You couldn't get a stronger, safer foundation for a car than the McLaughlin-Buick chassis with its X-girder type frame, which sets a new standard for frame construction and insures ample strength for the mounting of the Knee-Action front wheel suspension system.





MODEL 49-23
Seven-Passenger DeLuxe
Sedan



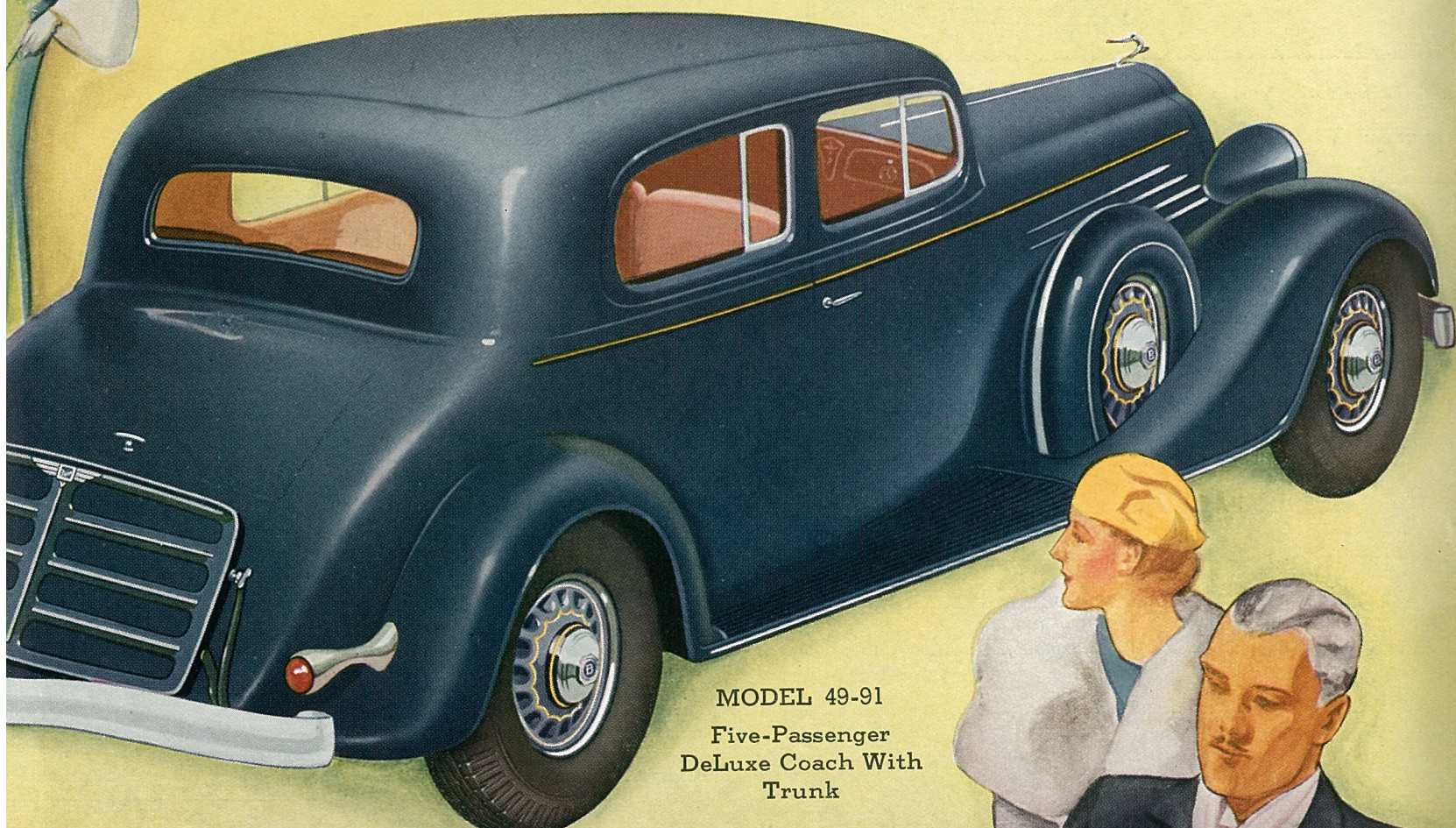
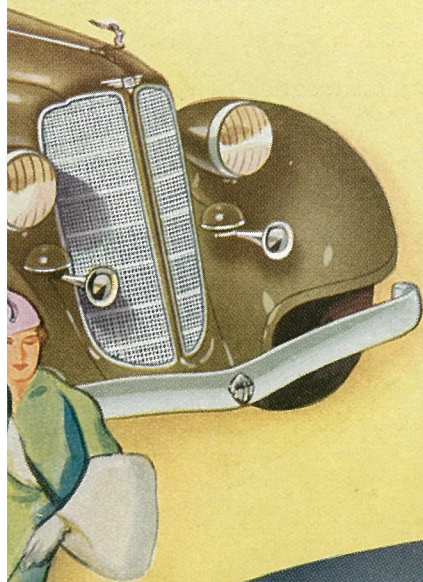
MODEL 49-67
Four-Passenger DeLuxe
Convertible Coupe
(Rumble Seat)



McLAUGHLIN-BUICK

S E R I E S F O R T Y - N I N E

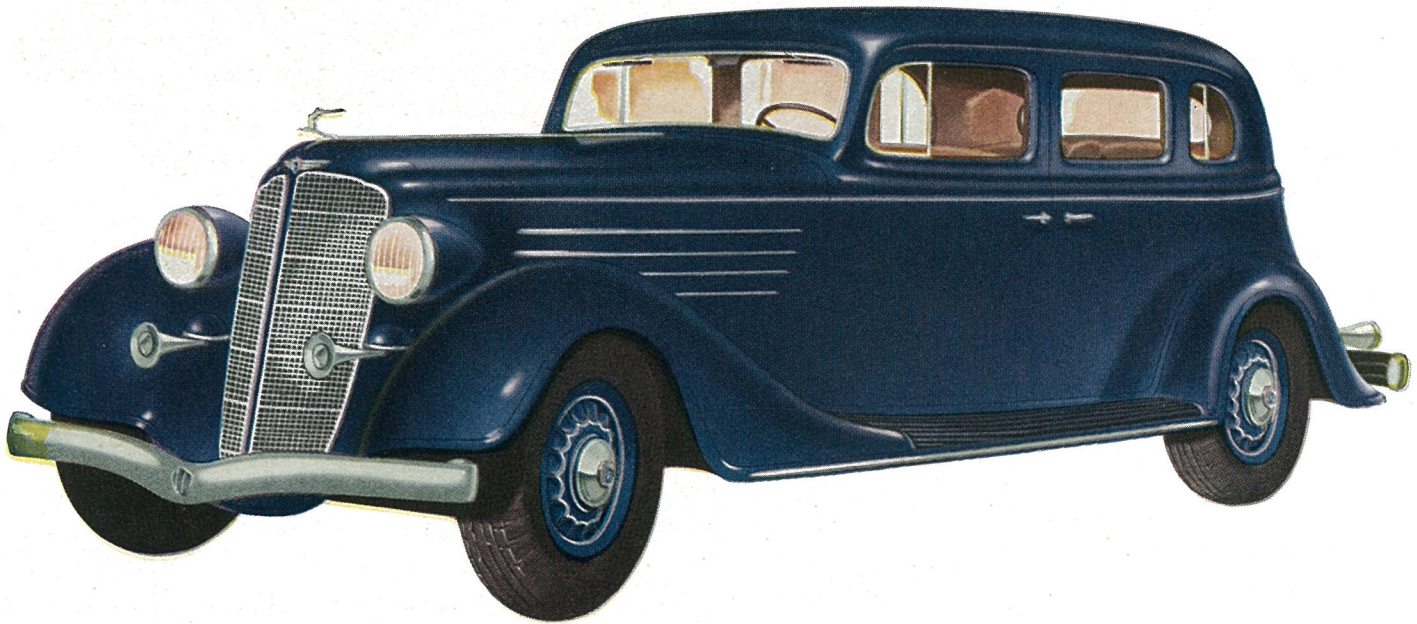
The Series 49 so definitely emphasises every fine McLaughlin-Buick quality that it may well be considered a DeLuxe series from every standpoint. McLaughlin-Buick engineers have spared no care or expense to provide features of construction and design which are associated only with custom-built creations. Indeed, in most essential details, the models in the Series 49 may be said to equal the smartest custom-built cars. Each Straight Eight in this series reflects a modern, aristocratic atmosphere that makes it one of the finest cars that General Motors has to offer.



MODEL 49-91
Five-Passenger
DeLuxe Coach With
Trunk

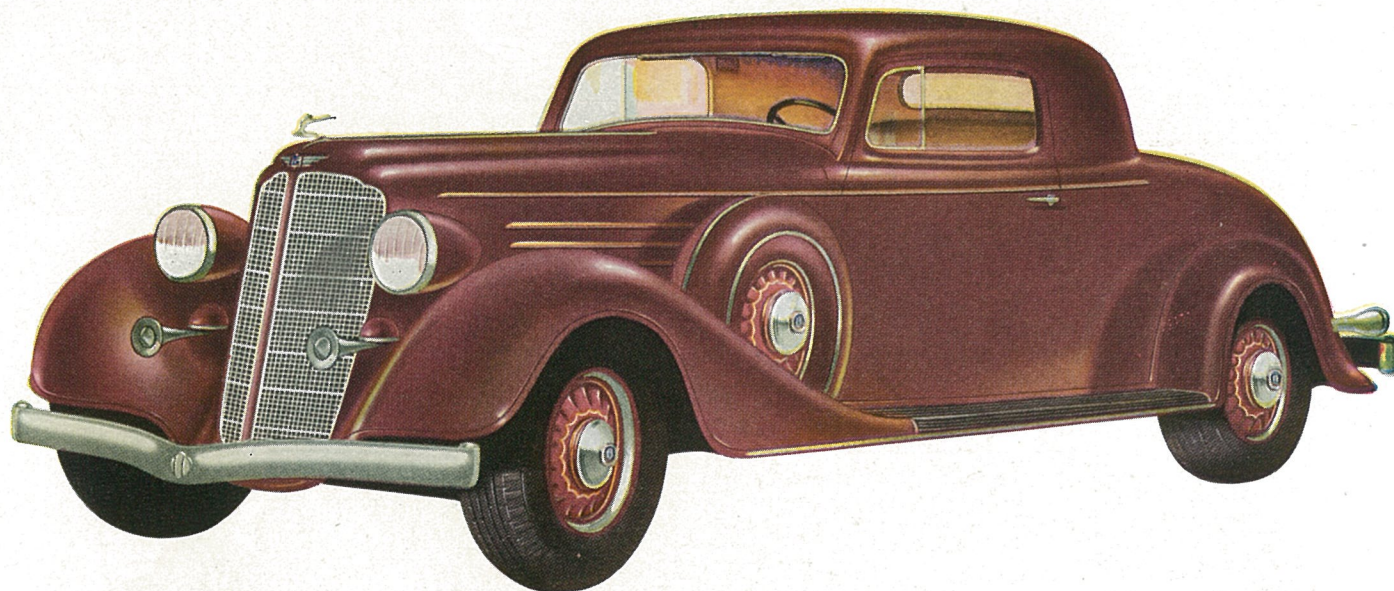
McLAUGHLIN-BUICK DEPENDABILITY FEATURE . . 2

A very important link in the McLaughlin-Buick chassis is the torque tube drive, which transmits the driving torque from the rear axle to the frame and serves to keep the rear axle and wheels in perfect alignment. This fundamental feature is largely responsible for McLaughlin-Buick's dependable performance and long life. For smoother operation, tubular propeller shafts are used on all of today's McLaughlin-Buicks.



MODEL 49-03, SEVEN-PASSENGER SEDAN

This magnificent car is designed to carry seven passengers without crowding. The interior fittings are such as you would see in a fine home. The seats are deep and wide, upholstered in fine taupe plush. There is a folding arm rest in the center of the back seat and an abundance of room. Fisher No Draft Ventilation adds to comfort and safety.

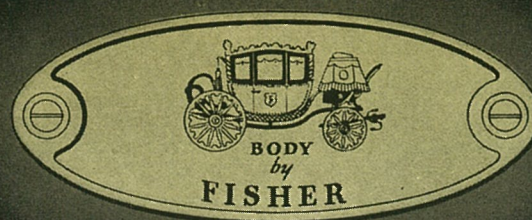


MODEL 49-57, FOUR-PASSENGER DELUXE COUPE WITH RUMBLE SEAT

A really comfortable and spacious rumble seat features this distinctive De Luxe Coupe with rumble seat. Back of the spacious inside seat is a parcel compartment, and on the side of the body a small door facilitates the handling of golf bags, luggage, and larger parcels into and out of the rumble space. The rear window is adjustable. Taupe whipcord is used as the upholstery material.

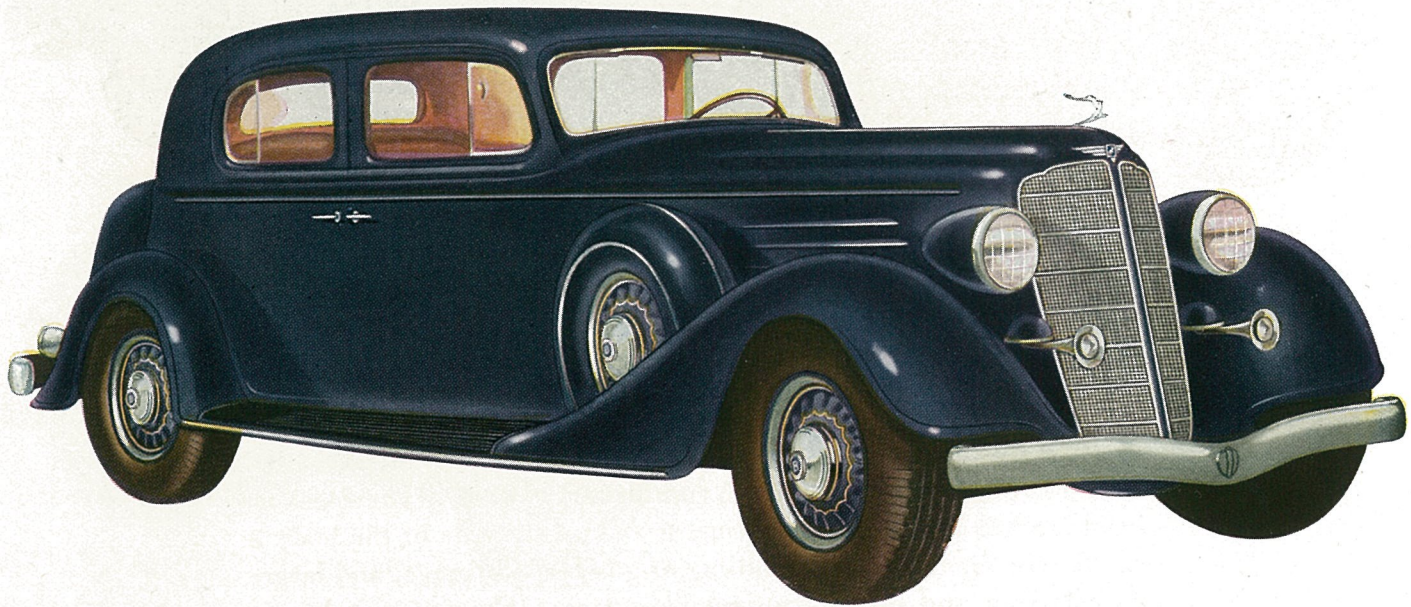
McLAUGHLIN-BUICK DEPENDABILITY FEATURE . . 3

Every McLaughlin-Buick is equipped with a Fisher body—one of the quietest, smartest bodies a motor car can have. It is thoroughly insulated against heat and cold, and is constructed to provide the maximum in style, long life, and dependability. Every Fisher body is designed by craftsmen who have mastered the art of body building to furnish the highest degree of comfort possible in a motor car.



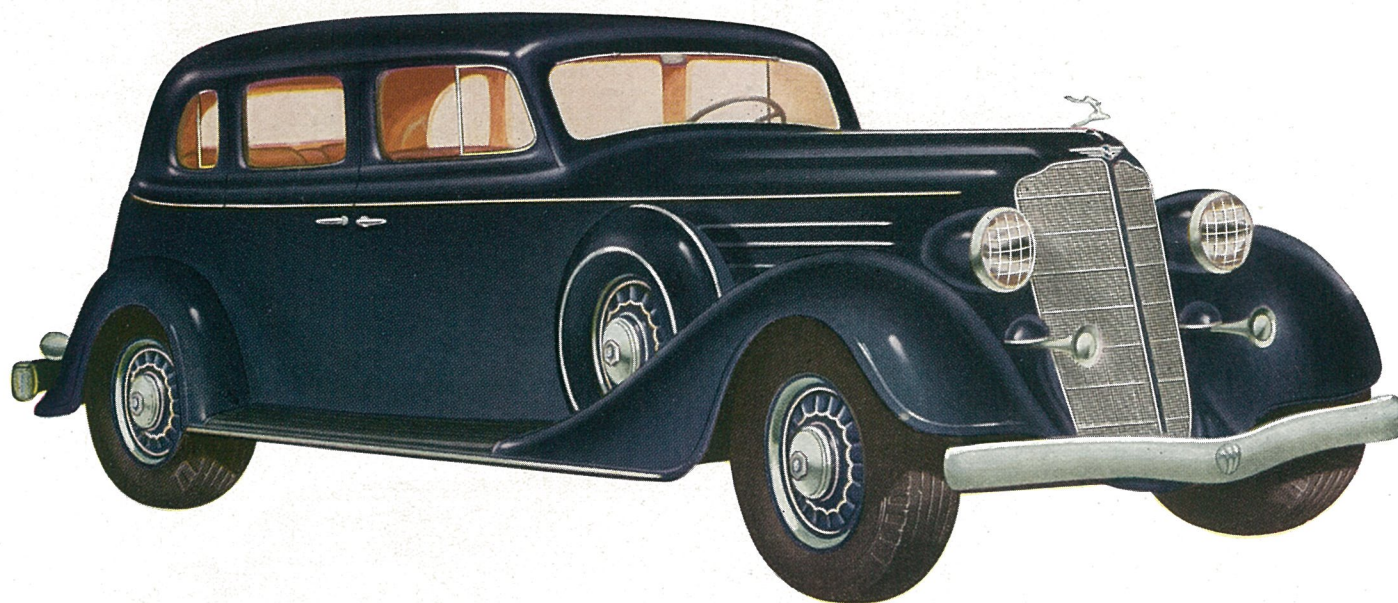
McLAUGHLIN-BUICK DEPENDABILITY FEATURE . . 4

The McLaughlin-Buick of today offers a truly revolutionary improvement in riding ease, smoothness, and comfort, due to Knee-Action wheels. This form of front wheel construction which has proved so effective, permits the front wheels to move independently of each other and allows the use of frictionless coil front springs. Thus, one wheel may go over a rut or a deep spot in the road without affecting the other wheel.



MODEL 49-99, FIVE-PASSENGER DELUXE SEDAN WITH TRUNK

In this model, McLaughlin-Buick presents a type once obtainable only at the cost of a custom body. With four doors, and a built-in trunk which harmonizes with the sleek windstream lines of the general design, this is indeed a distinctive car. There is a center arm rest in the rear seat. Upholstery is of fine taupe whipcord.

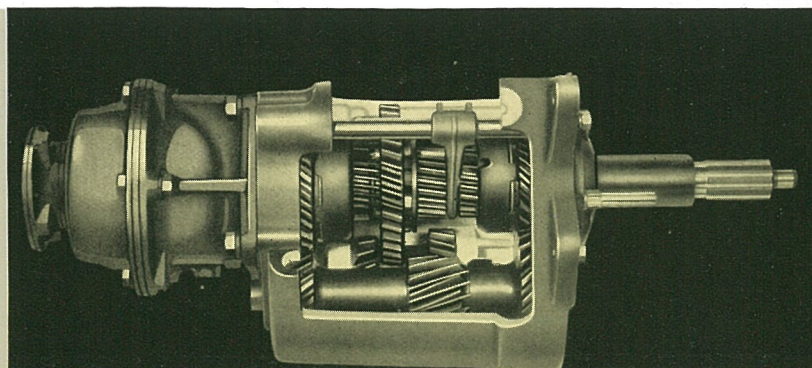


MODEL 49-89, FIVE-PASSENGER DELUXE SEDAN

Luxurious transportation at its best describes this car. The wheel base of 136 inches is the same as for the Seven-Passenger Sedan. When four ride in this car, each has, in effect, an individual seat. There is an arm rest for the driver and the front seat passenger. Those in the rear seat have side arm rests and a long, folding center arm rest. Upholstery is in taupe whipcord.

McLAUGHLIN-BUICK DEPENDABILITY FEATURE . . 5

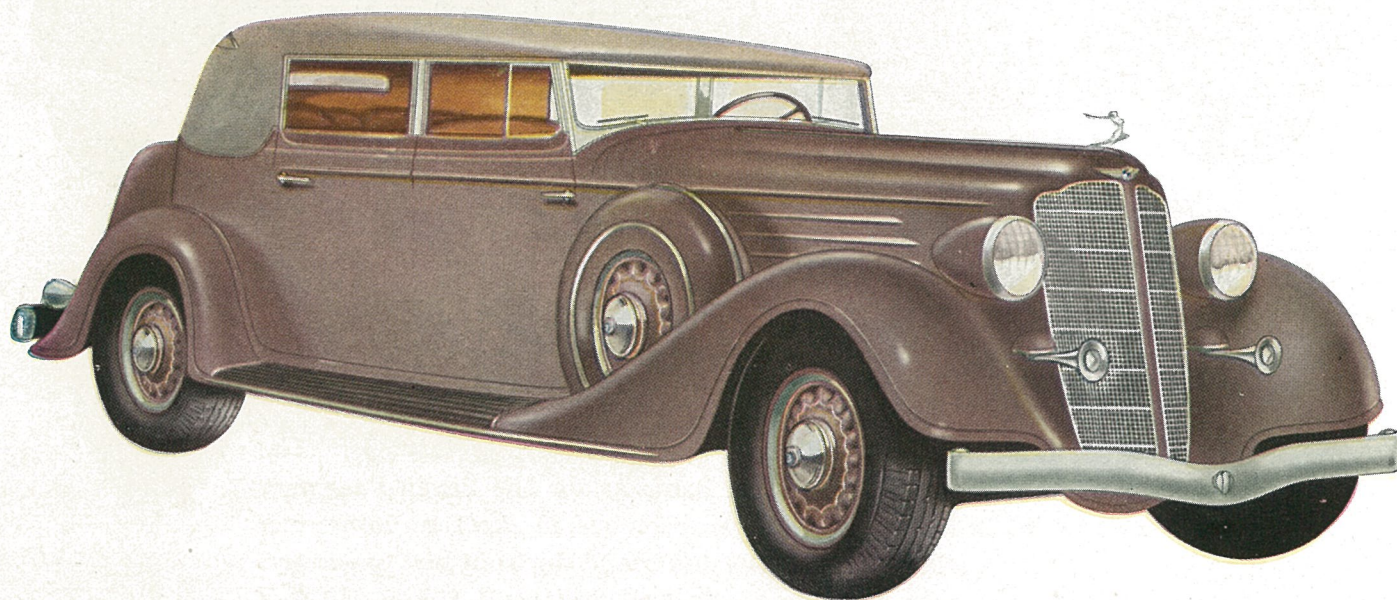
One of the reasons for McLaughlin-Buick's smooth, easy performance is the synchronizing transmission, which is equipped with helical gears throughout, assuring quiet operation in low, second and reverse as well as high. The universal joint is automatically lubricated from the transmission. Like every other mechanical feature in a McLaughlin-Buick, the transmission system is thoroughly dependable.





McLAUGHLIN-BUICK DEPENDABILITY FEATURE . . 6

Multibeam headlighting, with passing beam controlled by a light touch of the foot, is one of McLaughlin-Buick's newest safety and dependability features. It is a feature of all the models of today. This headlighting system differs from conventional types in that the right side of the road and the ditch can be brilliantly illuminated, while the illumination on the left is lowered to prevent glare to passing cars.



MODEL 49-29, FIVE-PASSENGER DELUXE CONVERTIBLE SEDAN WITH TRUNK

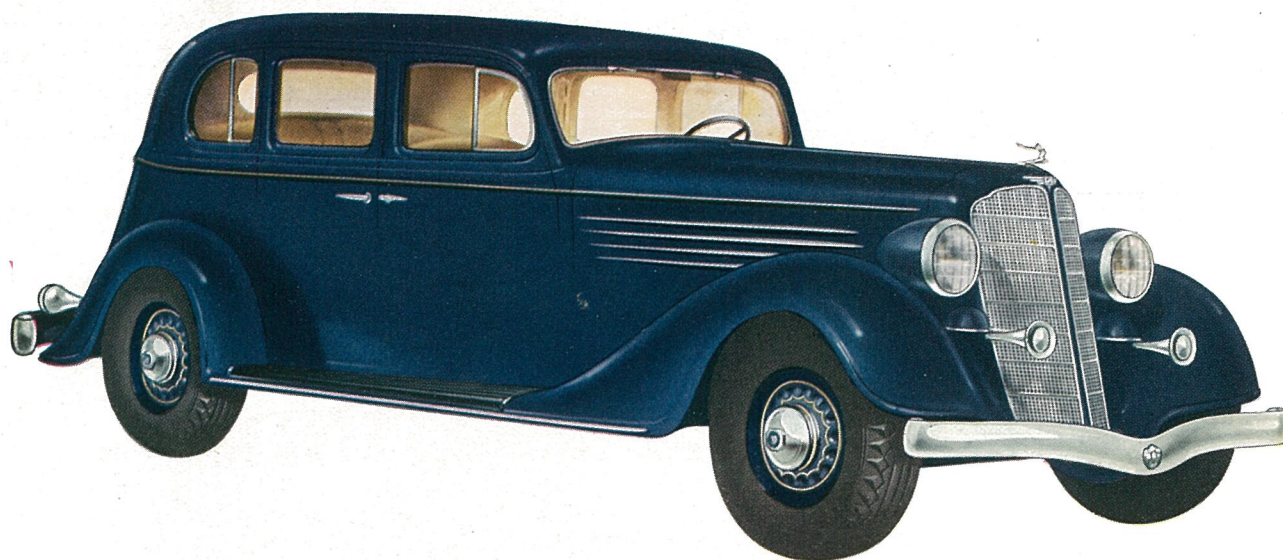
Smart beauty, style, and comfort are the outstanding features of the Convertible Sedan. There is ample room for five adult passengers. Fisher No Draft Ventilation is an unusual feature. Upholstered in leather or bedford cord. Rear center arm rest. Robe rail and carpet-covered foot rest.

McLaughlin-Buick's *Series* 46

The truly fine cars comprising the Series 46 offer eight models from which to select an exceptionally smart car for personal, business, or family use. The cars in this series have a longer wheelbase than those in the Series 45, and the interiors are even roomier. There is a beautiful Four-Passenger DeLuxe Coupe and an equally smart Four-Passenger DeLuxe Convertible Coupe, each with long, low top lines and a sweeping deck which gracefully blends with the sloping radiator and long hood.

128 INCH WHEELBASE

Each coupe in the Series 46 has a rumble seat. The Five-Passenger DeLuxe Sedan with Trunk offers ample convenience and comfort for five passengers and also has a large trunk built into the rear of the body. In style, luxury, and comfort, the Five-Passenger Sedan sets a new standard for a medium-priced car. The Five-Passenger Coach with Trunk, one of the most popular models in this Series, has an exceptionally wide front door. The Five-Passenger DeLuxe Convertible Sedan with Trunk is essentially a custom-built type, and has all the desirable features of both closed and open models. An outstanding Five-Passenger DeLuxe Sedan, and a very attractive Five-Passenger DeLuxe Coach with Trunk, round out the fine McLaughlin-Buick Series 46.

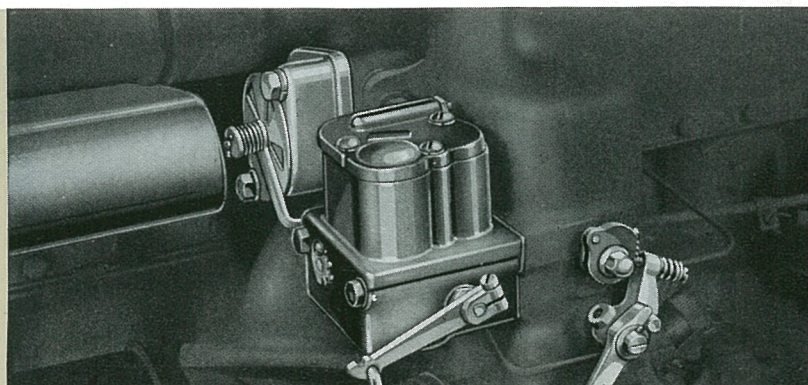


MODEL 46-09, FIVE-PASSENGER SEDAN

This big, roomy Five-Passenger Sedan is one of the most popular of all McLaughlin-Buick models. For, at a moderate price, it is one of the biggest cars in the fine car field. A feature in this model is a wide, comfortable center arm rest in the rear seat. Upholstery is the finest quality taupe whipcord.

McLAUGHLIN-BUICK DEPENDABILITY FEATURE . . 7

The accompanying illustration shows the McLaughlin-Buick automatic choke by which choke control is accomplished when starting the car; the cold idle control, which provides correct idling speed whether the engine is cold or completely warmed up; and the automatic heat control of the carburetor.



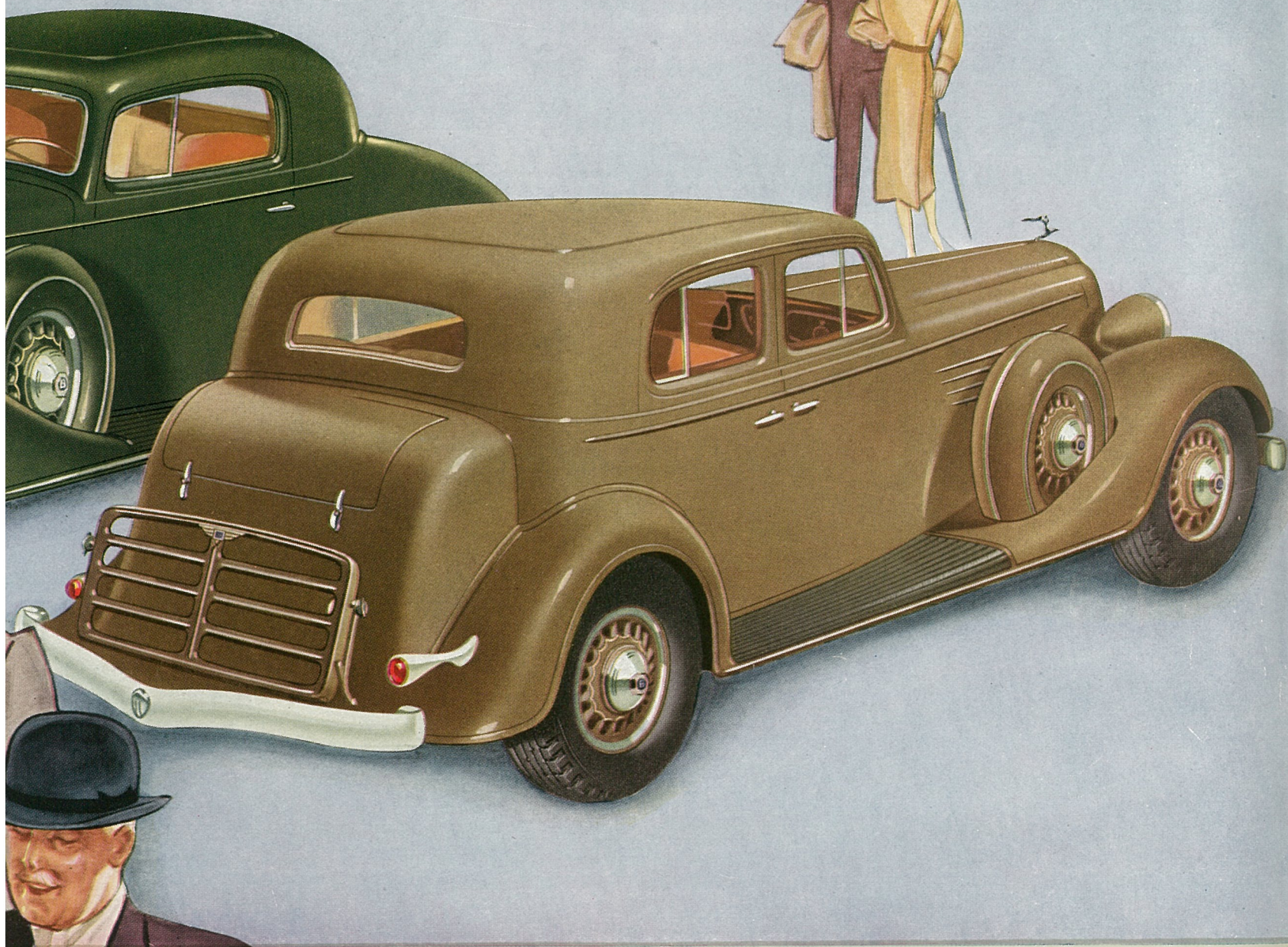
MODEL 46-57
FOUR-PASSENGER DELUXE COUPE
WITH RUMBLE SEAT

Here is a smart, distinctive Four-Passenger DeLuxe Coupe with ample room for two people and with an extra wide rumble seat in the rear for two passengers. The front compartment provides plenty of leg room for driver and passenger. There are generous, comfortable arm rests. Fisher No-Draft Ventilation. Fine quality taupe whipcord upholstery.

MODEL 46-99
FIVE-PASSENGER DELUXE SEDAN
WITH TRUNK

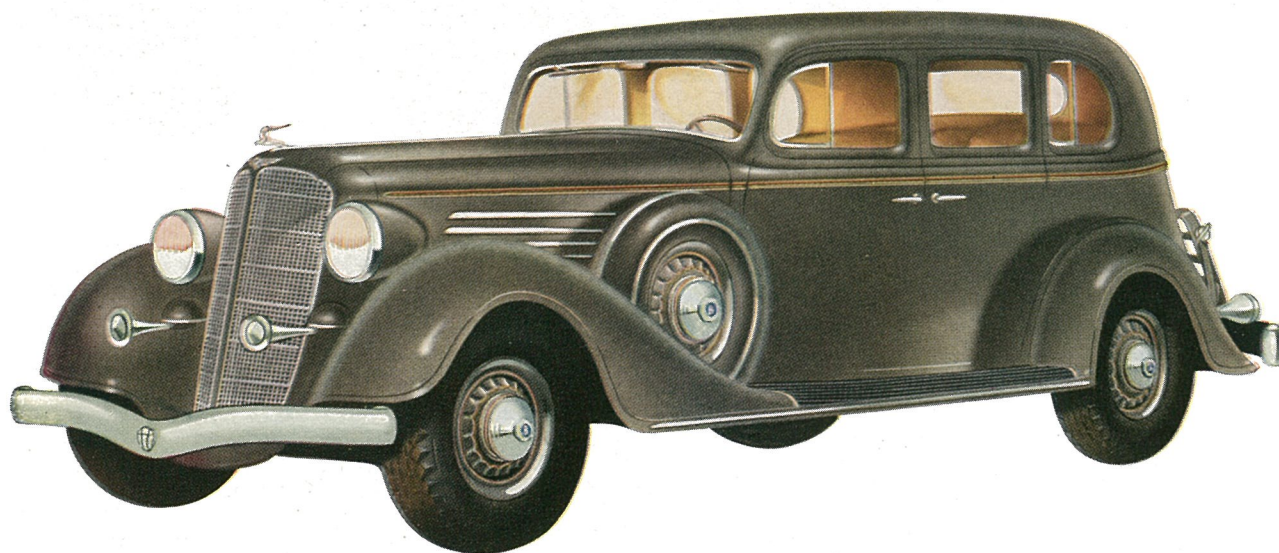
This DeLuxe Sedan with built-in trunk, was recently introduced by McLaughlin-Buick. It is a car of style and distinction with utility, giving more leg room and foot room in the rear compartment. Center arm rest; arm rest for driver and front seat passenger; concealed type window curtains. Instrument panel clock. Taupe whipcord upholstery.





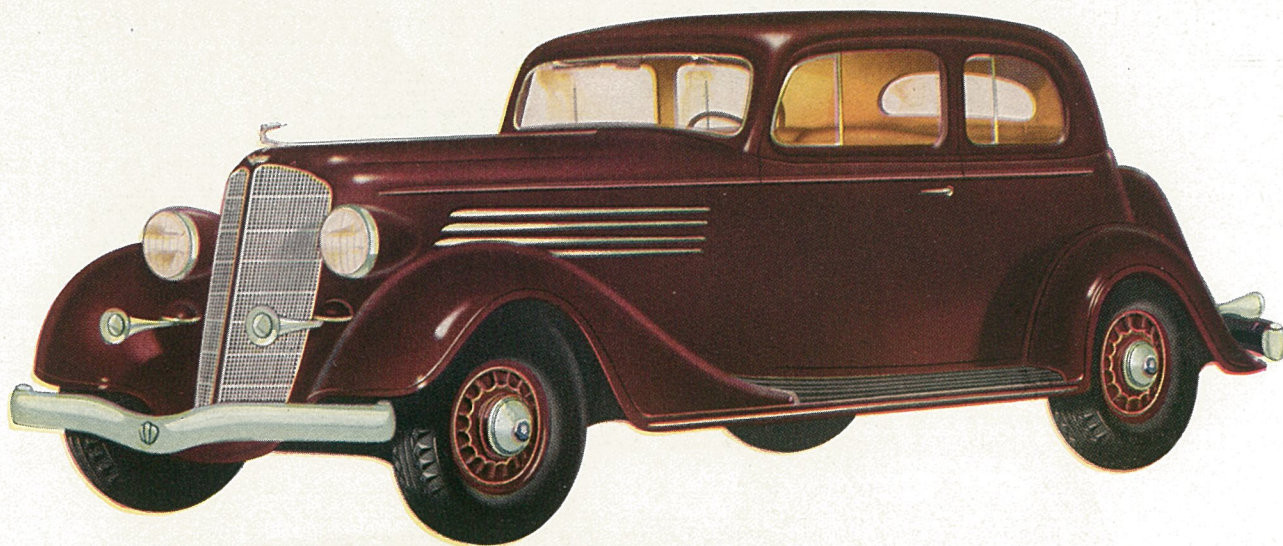
McLAUGHLIN-BUICK DEPENDABILITY FEATURE . . 8

McLaughlin-Buick's air intake, with cleaner and silencer, assures a generous supply of clean air at all times and at all speeds. Intake noise is practically eliminated. The lubricating system is protected by an oil filter of exceptional efficiency. The combination fuel pump and windshield wiper vacuum pump assures an adequate supply of fuel and constant windshield wiper action.



MODEL 46-89, FIVE-PASSENGER DELUXE SEDAN

A car to delight the eye of the most fastidious purchaser. Available in a range of distinctive colorings. Stylish equipment includes spare tires in fender wells, trunk rack at rear, many attractive items of interior appointment including rear center arm rest, instrument panel clock. Whipcord upholstery.

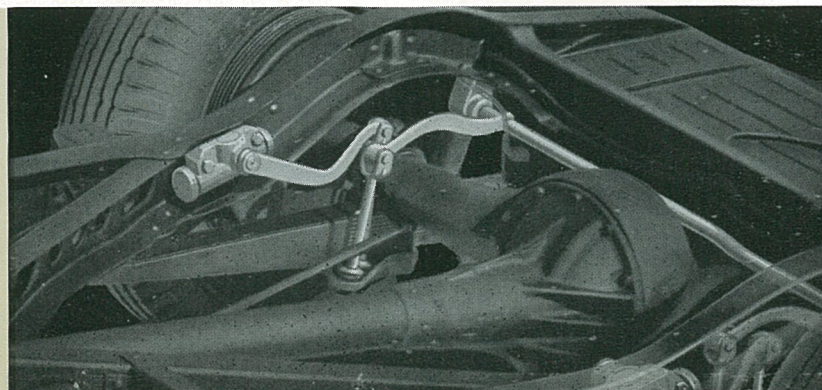


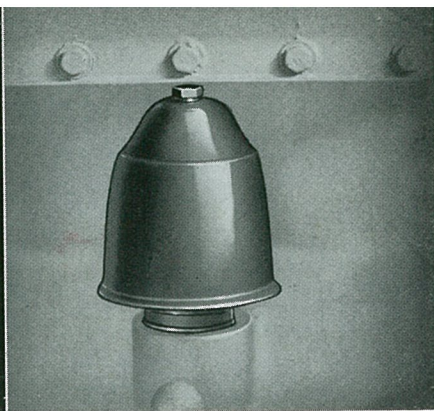
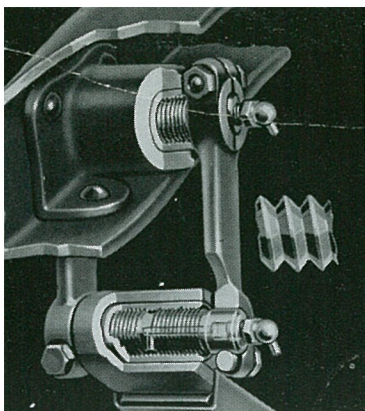
MODEL 46-11, FIVE-PASSENGER COACH WITH TRUNK

This Coach is fast adding to its popularity, because it is so convenient to handle, so easy to get in and out of because of the wide doors and folding seats. The interior is extremely roomy and comfortable. Fisher No Draft Ventilation. Spacious built-in trunk. Whipcord upholstery. Folding center arm rest in rear compartment. Spare tire carried at rear.

McLAUGHLIN-BUICK DEPENDABILITY FEATURE . . 9

The McLaughlin-Buick ride stabilizer is located just back of the rear axle, and its function is to prevent rolling and side sway when rounding sharp curves or corners. The ride stabilizer is an important feature in every McLaughlin-Buick. This is one of the features which contribute so much to McLaughlin-Buick's superb "floating ride."

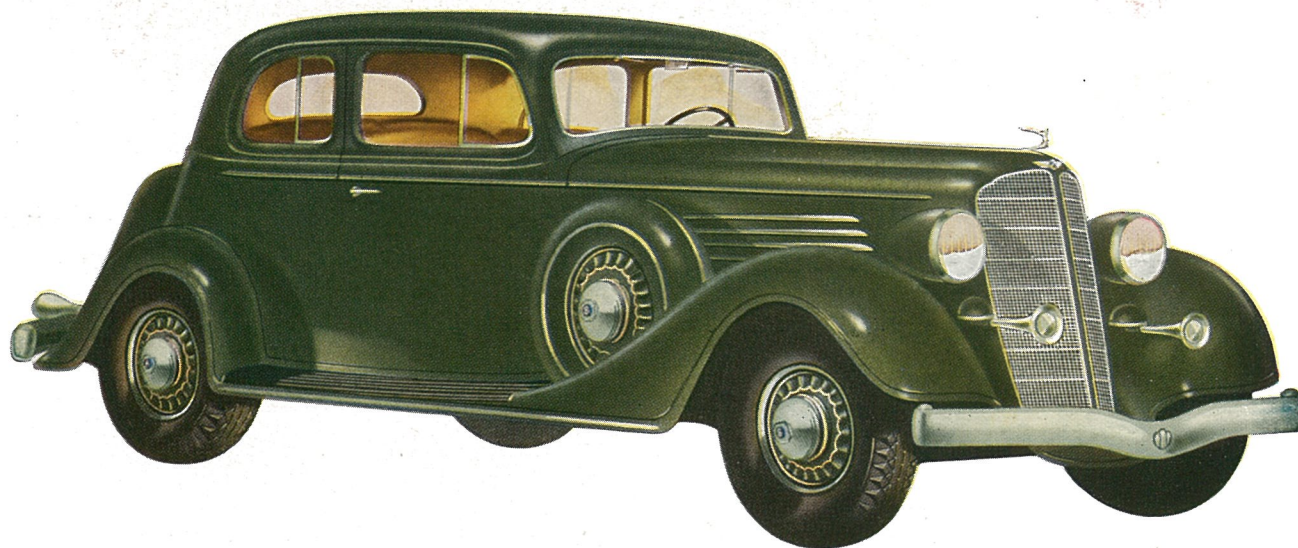




McLAUGHLIN-BUICK DEPENDABILITY FEATURE . . 10

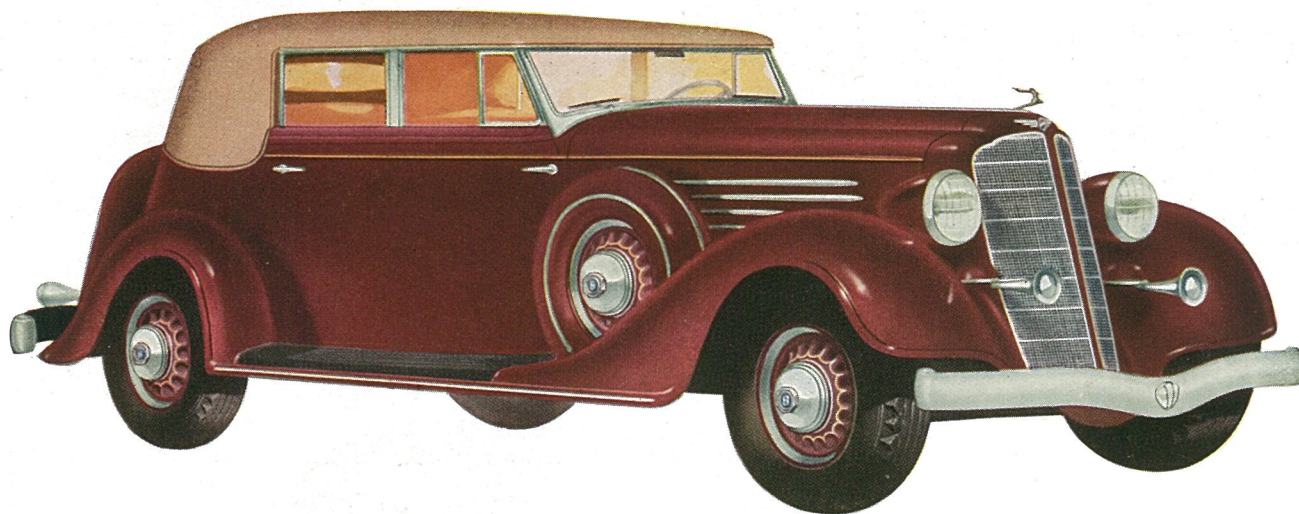
Threaded type spring shackles add greatly to the safety and dependability of the McLaughlin-Buick of today. These spring shackles not only eliminate side sway and noise but they do not require adjustment.

Harmful dilution of the engine oil is prevented by a crankcase ventilator, which removes water and fuel vapors.



MODEL 46-91, FIVE-PASSENGER DELUXE COACH WITH TRUNK

Offers the buyer all the features of the regular Coach model, plus a number of refinements which more than repay the slight extra cost. Two spare tires in fender wells. A choice of smart color combinations. Luxurious interior trim. Whipcord upholstery. Instrument panel clock.



MODEL 46-29, FIVE-PASSENGER DELUXE CONVERTIBLE SEDAN WITH TRUNK

No car could give greater all-around satisfaction to certain buyers than this beautiful Five-Passenger Convertible Sedan with its long, low streamline body, its smart fender well equipment and spacious built-in trunk. The tailored top is easily operated, and when down folds close to the car. There is storage space back of the rear seat for removable center pillar; top boot is standard equipment.

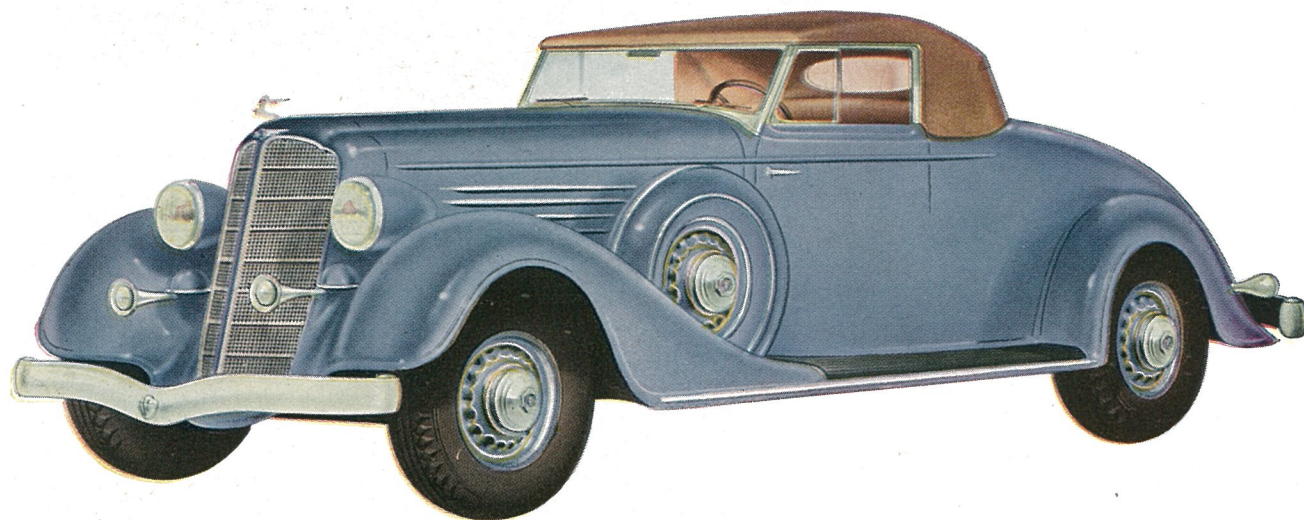
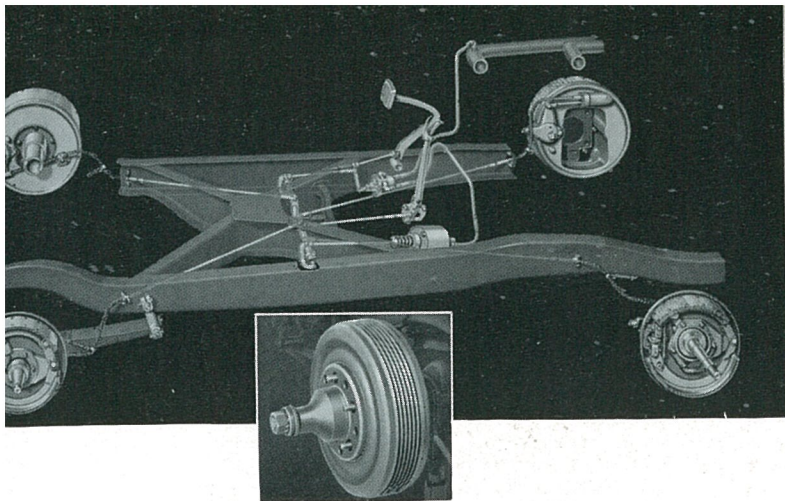
McLAUGHLIN-BUICK DEPENDABILITY FEATURE . . 11

All McLaughlin-Buicks are equipped with Fisher No-Draft Ventilation—a built-in ventilating system that utilizes the air currents generated by the motion of the car to circulate fresh air throughout the body according to the individual preference of each passenger. A recently developed feature is the snow, or rain, deflector which is fitted to the front doors above the ventilator.



McLAUGHLIN-BUICK DEPENDABILITY FEATURE . . 12

An easily operated, absolutely positive braking system is a distinctive McLaughlin-Buick feature. The brakes in the 49, 46 and 45 Series are vacuum power operated through a vacuum Servo mechanism, which gives the driver complete control of the brakes at exceedingly low brake pedal pressure. The brake drums are made of cast iron in one piece; ample cooling fins provide dissipation of heat when applying brakes.



MODEL 46-67, FOUR-PASSENGER DELUXE CONVERTIBLE COUPE WITH RUMBLE SEAT

This is a smart, stylish DeLuxe Convertible Coupe with long, low top lines blending gracefully with the radiator hood and full-skirted fenders. A spacious rumble seat of course. Windshield posts, brackets, and fittings are chrome plated. Leather upholstery throughout in a color to harmonize with the color of the car. Spare tires in front fender wells.

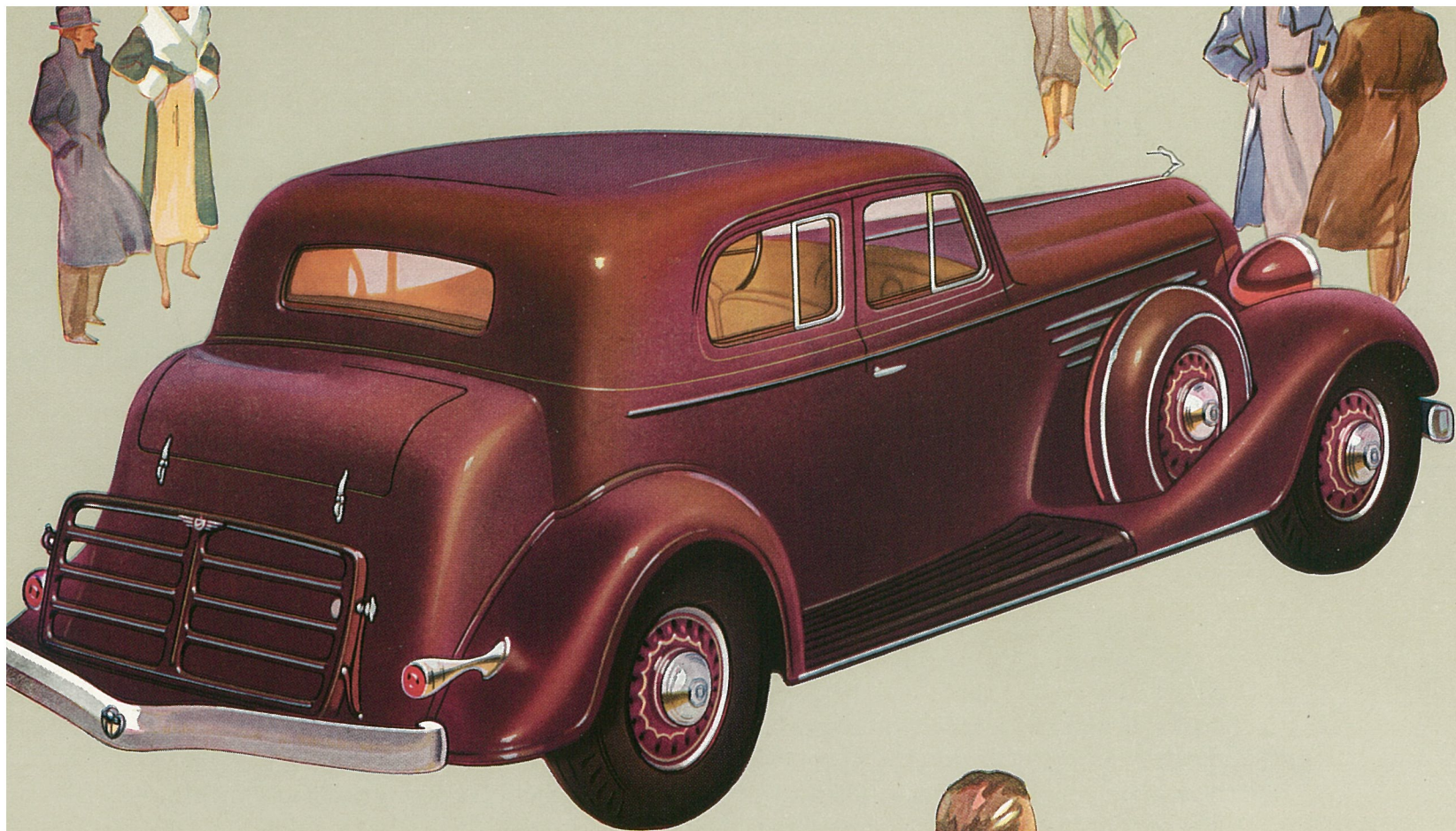
McLaughlin-Buick's *Series*

45

119 INCH WHEELBASE

The beautiful McLaughlin-Buicks of this Series are the finest cars we have ever offered at so moderate a price. Each has many distinctive appointments and refinements, so that, regardless of your taste or your requirements, you are certain to find in the Series 45 the very car you need. There is, for example, a smart, fast Two-Passenger Coupe for the motorist who wants a personal car with ample deck space in which to carry luggage. There is a smart DeLuxe Coupe with a rumble seat—just the car for those who like a model with plenty of dash and style. There is a DeLuxe Convertible Coupe with a rumble seat—an ideal car for those who

prefer to alternate the advantages of a closed car with those of an open roadster. As a family car, the McLaughlin-Buick Series 45 Five-Passenger Sedan has never been approached at anywhere near the price. Large, roomy, comfortable, it embodies all the fundamental features, as well as the modern improvements, which have made McLaughlin-Buick the favorite family car in thousands of Canadian families for the past twenty-five years. The Five-Passenger Coach with built-in trunk, is another car especially designed for families who do a great deal of travelling. And, of course, the other Models in the Series 45 will find a host of admirers.

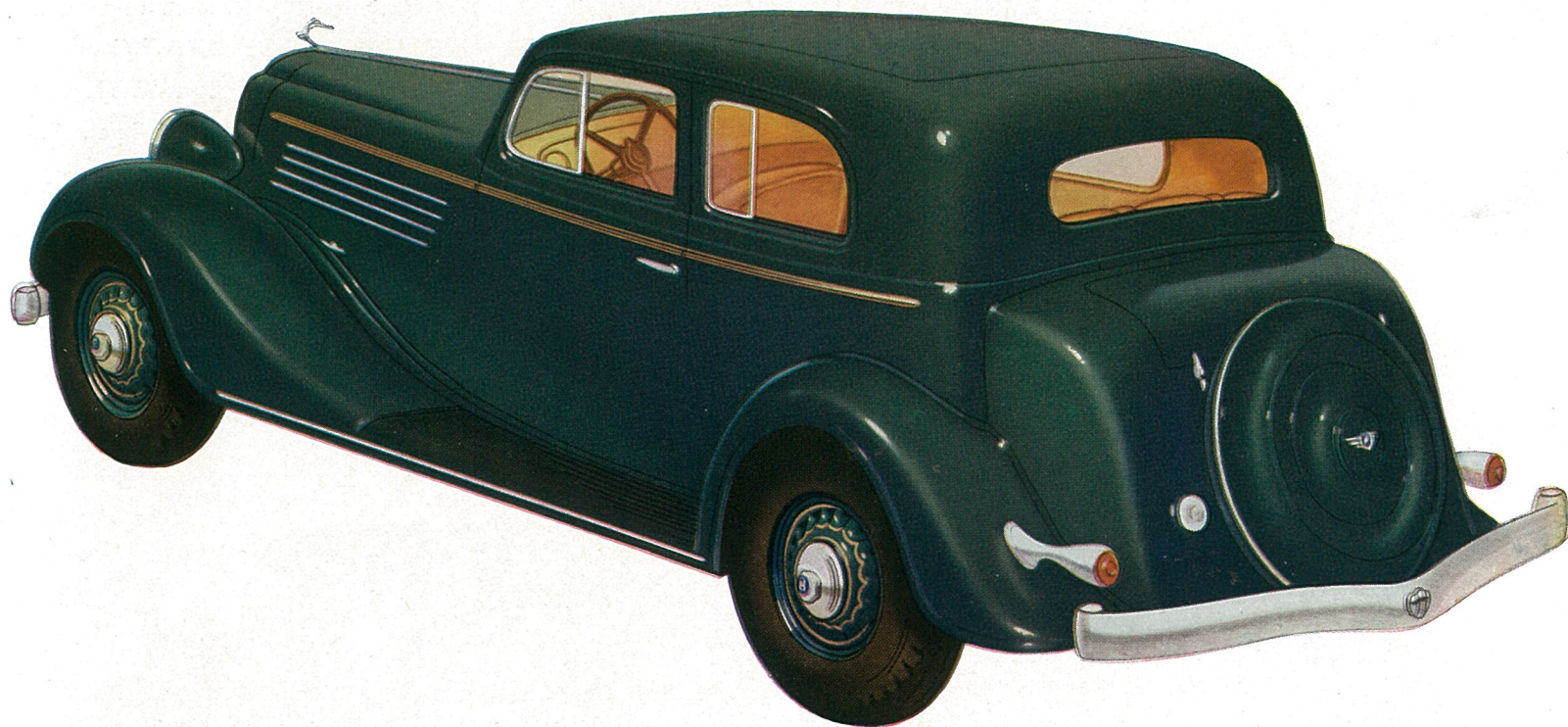


MODEL 45-91

FIVE-PASSENGER DELUXE COACH With Trunk

Conservatively modern windstream styling delights the eye. Artillery-type, steel-spoke wheels are colored and striped to match the body. Fisher Ventilation with several refinements is a leading feature. A large screened cowl ventilator is included. Spare tires are mounted in fender wells. Whipcord upholstery.



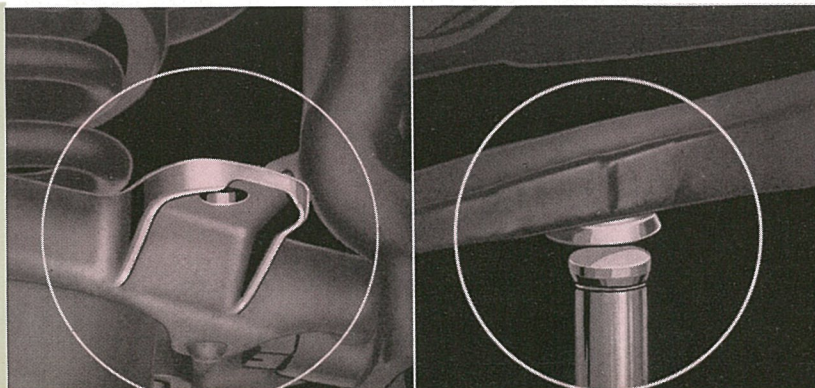


MODEL 45-11, FIVE-PASSENGER COACH WITH TRUNK

Five adults can ride comfortably in this beautiful Five-Passenger Coach with spacious built-in trunk. Horizontal hood louvres; modern design door handles; chrome-trimmed running board; 16-spoke all-steel wheels. Arm rests on front doors; Large rear seat arm rests; wide and deep seats; rich taupe whipcord upholstery.

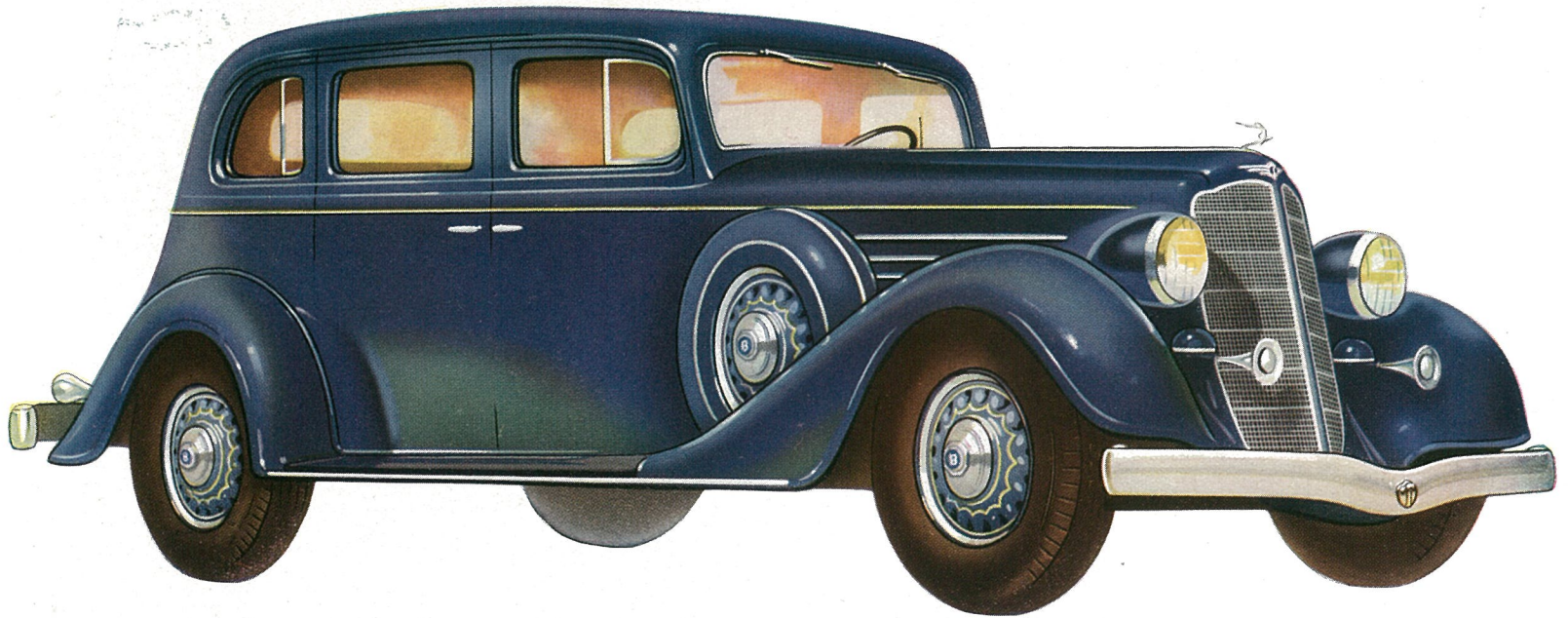
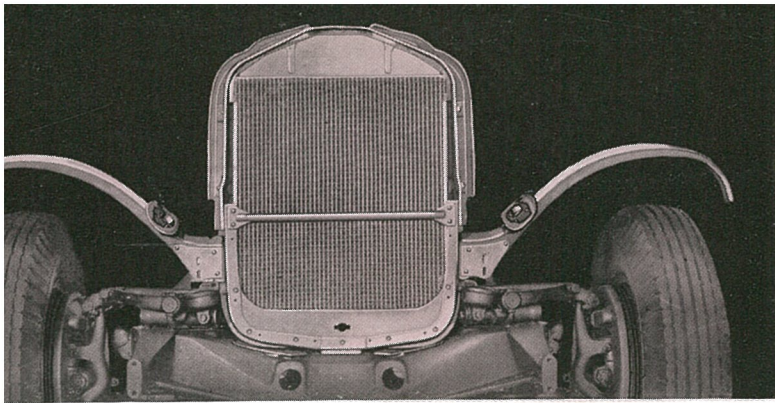
McLAUGHLIN-BUICK DEPENDABILITY FEATURE . . 13

Four jack pads, one for each wheel, are conveniently placed at the front and rear. The pads are shaped effectively to prevent jack slippage. This is just another feature of efficiency and convenience of which McLaughlin-Buick provides so many. Truly, to own and drive a McLaughlin-Buick is to enjoy smooth, care-free motoring from every standpoint.



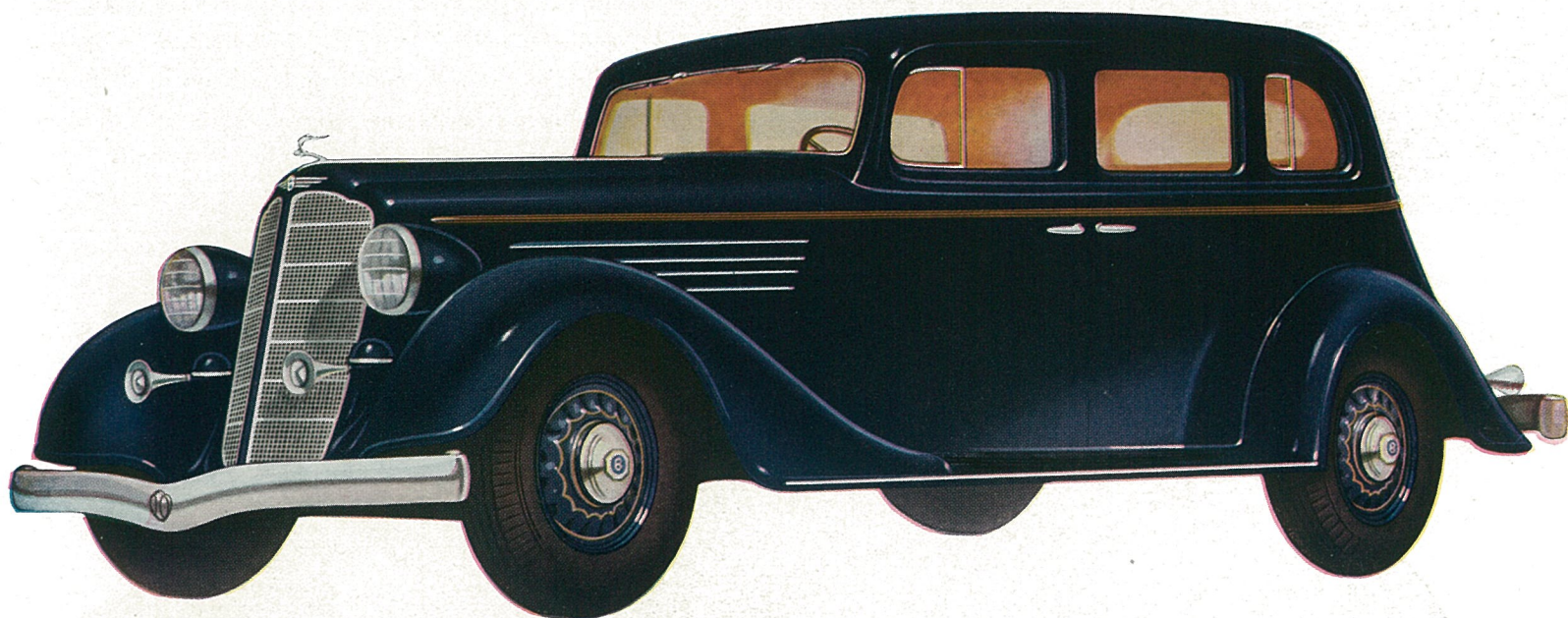
McLAUGHLIN-BUICK DEPENDABILITY FEATURE . . 14

Radiator, front fender, and head lamps are so mounted on a McLaughlin-Buick that frame movement is not transferred to these units. This eliminates front end shake and gives the driver a marvelous feeling of the car's stability. The longer you drive a McLaughlin-Buick, the more impressed you will be with its remarkable steadiness on the road.



MODEL 45-89, FIVE-PASSENGER DELUXE SEDAN

A fine, big, stylish family car in every way. Available in a choice of colors, it offers you such fashionable features as fender well equipment; trunk rack at rear; taupe whipcord upholstery; instrument panel clock. Built-in radio aerial, as in all McLaughlin-Buick models.

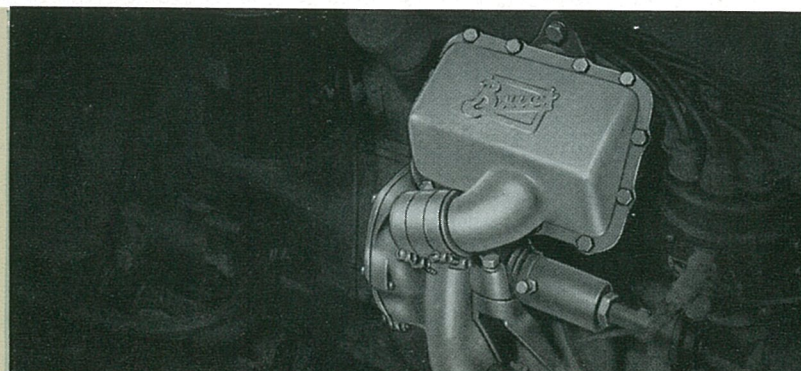


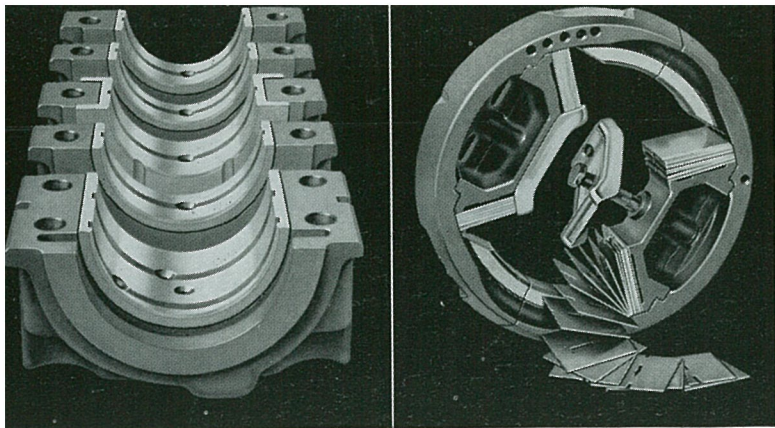
MODEL 45-09, FIVE-PASSENGER SEDAN

This Five-Passenger Sedan is usually looked upon as a desirable family car, because of its exceptional roominess. The upholstery is the very best taupe plush. Seats are deep, wide, and comfortable. There are arm rests on both front doors, as well as on both sides of the rear seat. Pockets on both rear doors.

McLAUGHLIN-BUICK DEPENDABILITY FEATURE . . 15

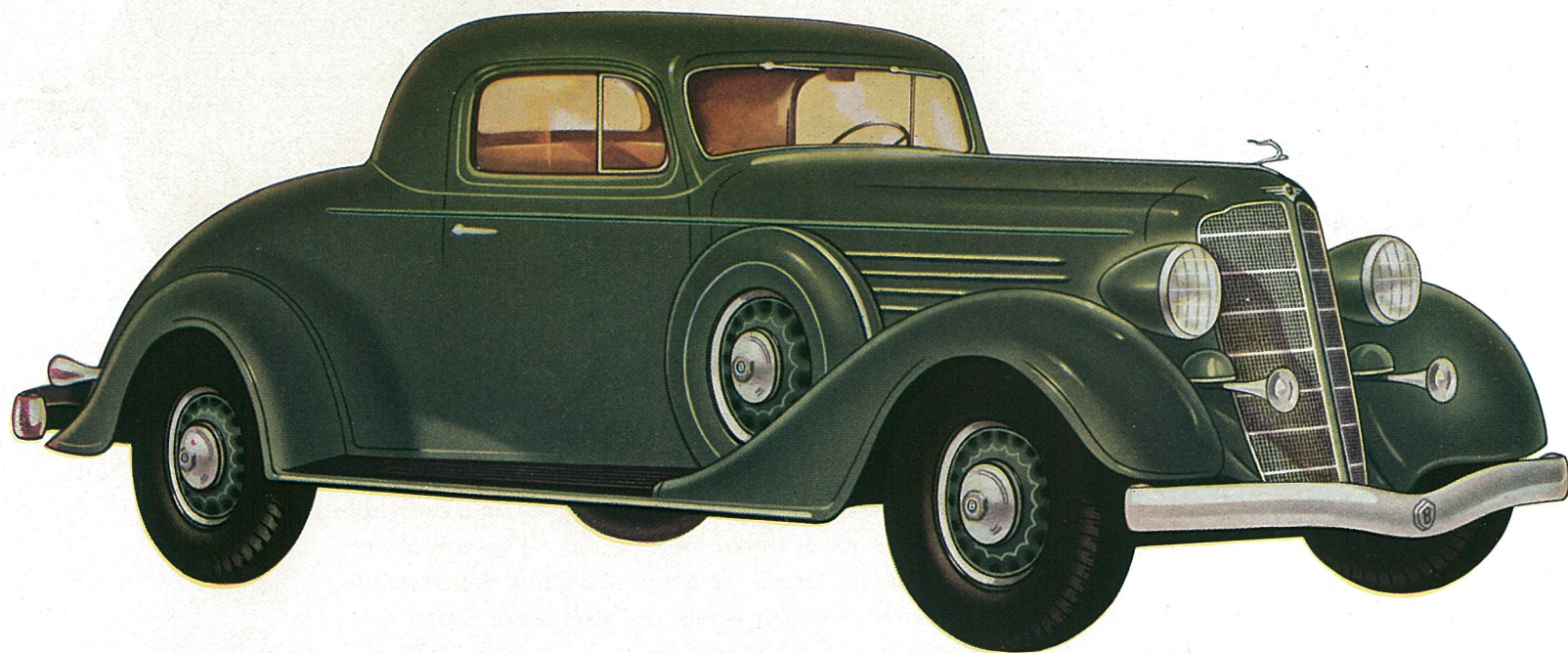
All McLaughlin-Buicks of today, except the Series 44, are equipped with an oil temperature regulator pioneered by McLaughlin-Buick. It heats the oil quickly in cold weather and keeps the oil cool in hot weather while the car is being driven at sustained high speeds. There are no moving parts to get out of order. You can depend upon its uniform, unvarying operation, if thoroughly cleaned every 20,000 miles.





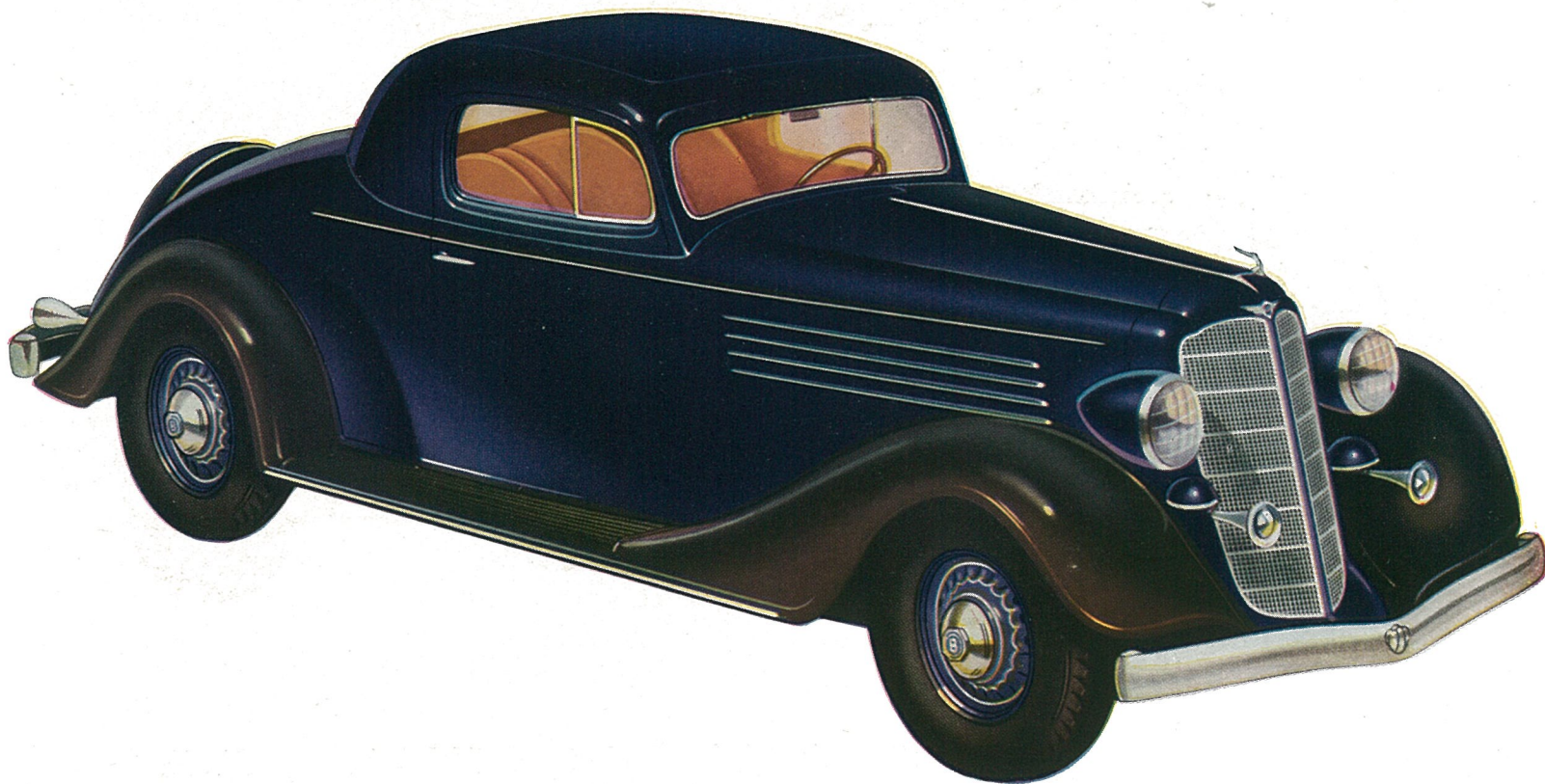
McLAUGHLIN-BUICK DEPENDABILITY FEATURE . . 16

Smooth and vibrationless operation is a characteristic of the McLaughlin-Buick engine. Two factors which contribute much to this smoothness are the bearings which cradle the heavy, counterweighted crankshaft and the torsional balancer with which the crankshaft is equipped. The five steel-backed main bearings are stepped up in width from front to rear, giving rigid support to the crankshaft.



MODEL 45-57, FOUR-PASSENGER DELUXE COUPE WITH RUMBLE SEAT

Those who want an extra roomy DeLuxe Coupe will welcome this extremely beautiful streamline model. A spacious rumble seat in the rear provides room for two extra passengers. Useful trunk rack adds character to the rear deck. The rear window can be lowered. Rear window curtain. Taupe whipcord upholstery. Spare tires in front fender wells.

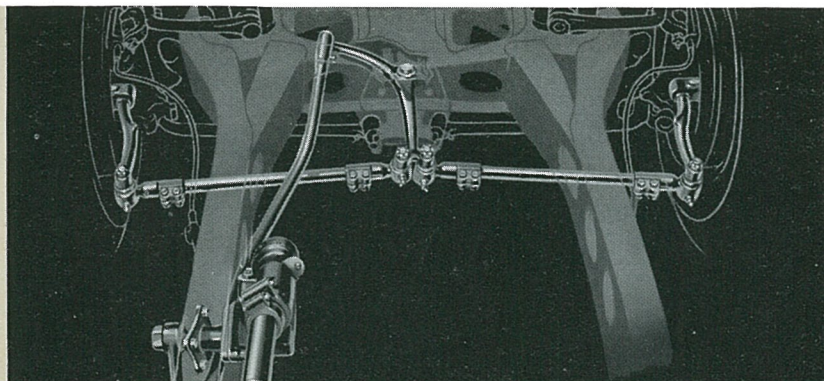


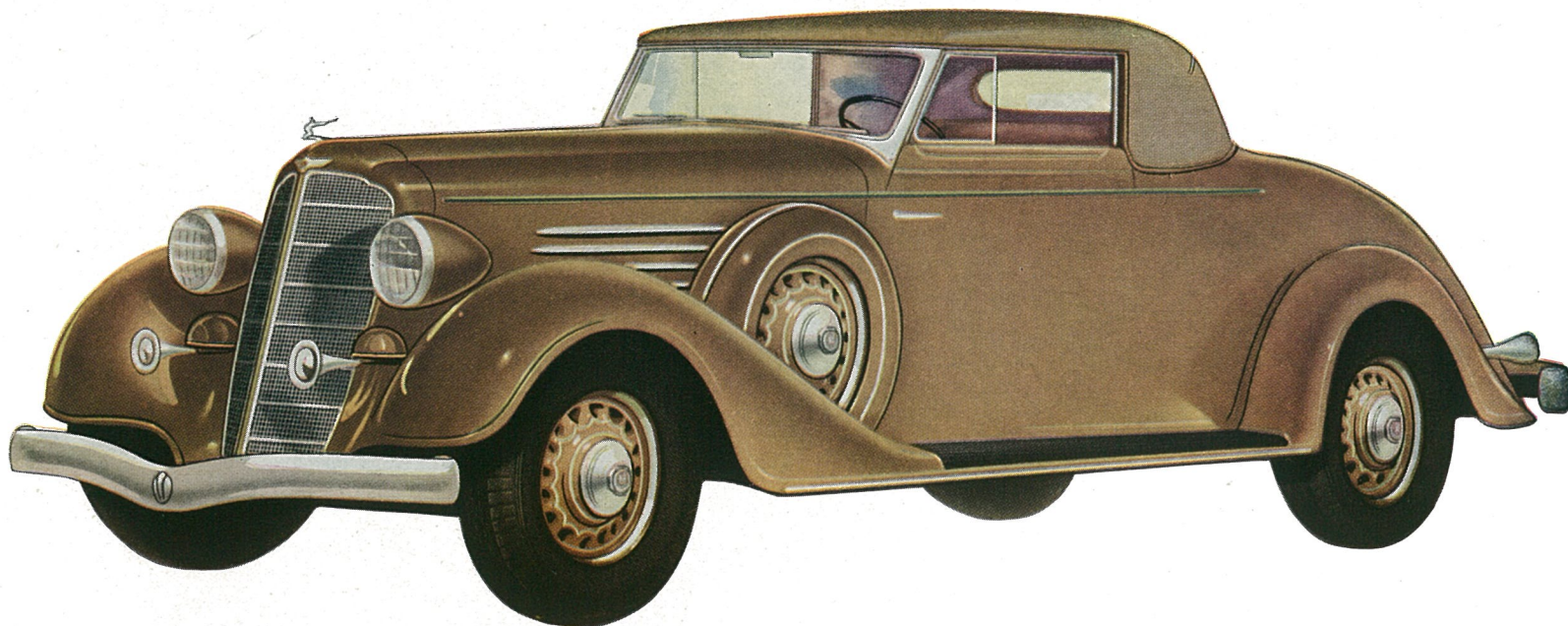
MODEL 45-07, TWO-PASSENGER COUPE

Those who need an extra roomy car for business or personal transportation will find this smart Two-Passenger Coupe exactly suited to their needs. It has plenty of storage space in which to carry books, packages, merchandise. There is a package compartment on the instrument panel. Taupe plush upholstery.

McLAUGHLIN-BUICK DEPENDABILITY FEATURE . . 17

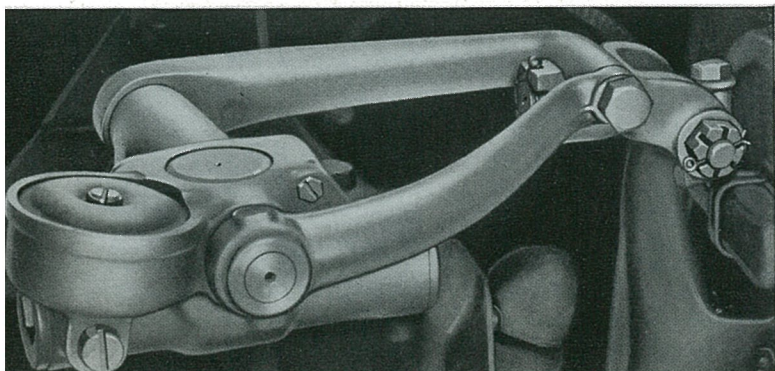
McLaughlin-Buick is one of the safest and easiest cars to steer, because it offers Center Point steering. This means that the steering movement is transferred to each front wheel by separate tie rods moving independently of each other in accordance with the movement of each front wheel. As the tie rods pivot from a central point, a constant relationship is maintained, providing extremely efficient steering control.





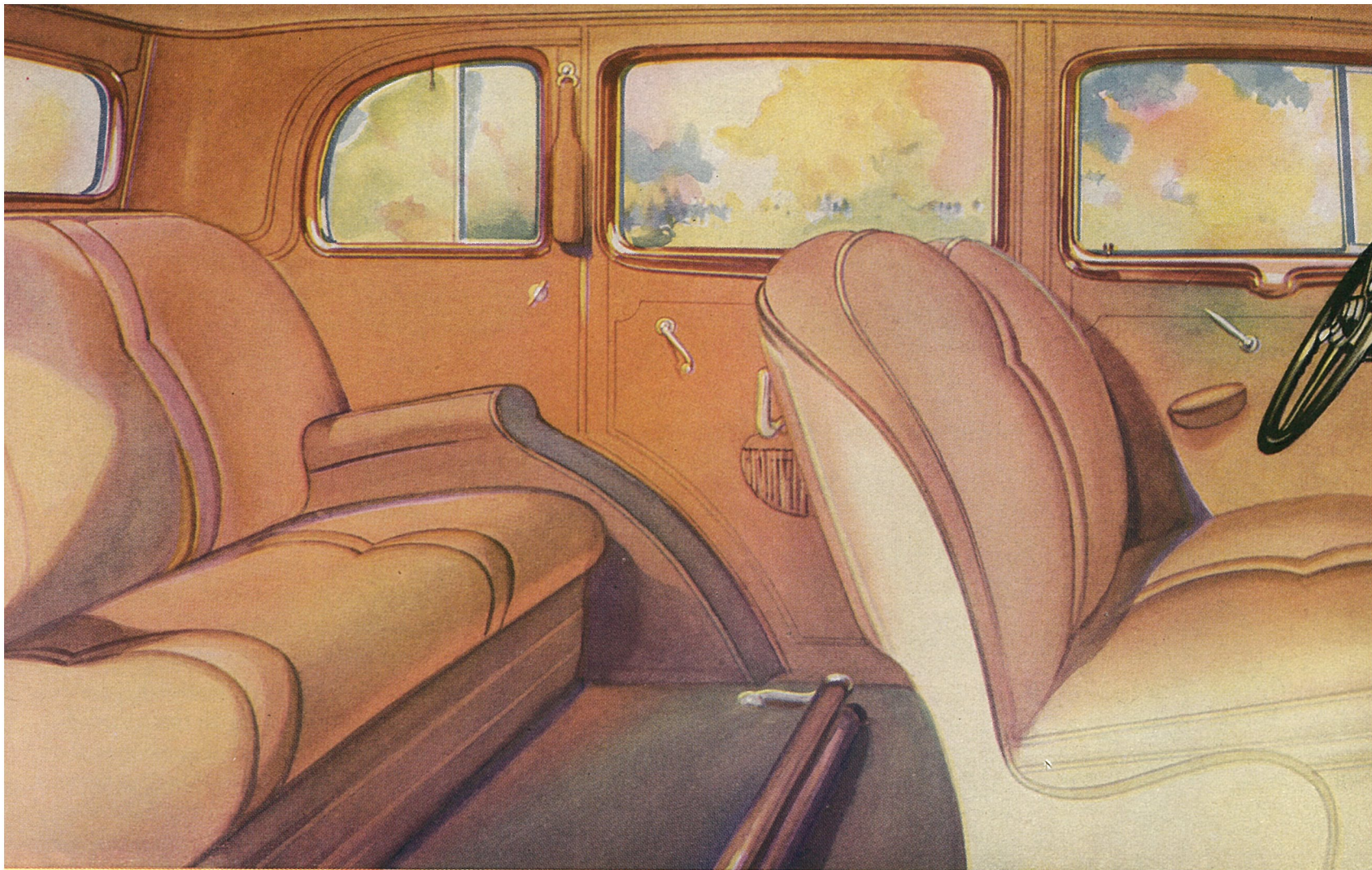
MODEL 45-67, FOUR-PASSENGER DELUXE CONVERTIBLE COUPE WITH RUMBLE SEAT

This smart DeLuxe Convertible Coupe with rumble seat has all the convenience of a closed car when the top is up, including Fisher No Draft Ventilation, and all the style, snap, and freedom of a roadster when the top is down. The interior is upholstered in fine leather. The top boot is standard equipment; easy to put on and take off.



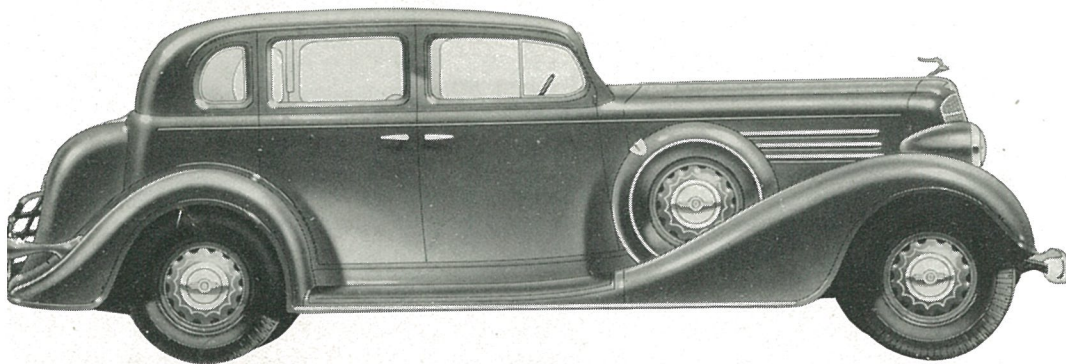
McLAUGHLIN-BUICK DEPENDABILITY FEATURE . . 18

McLaughlin-Buick's front shock absorbers are double-acting hydraulic with inertia control; rear shock absorbers are double-acting hydraulic without inertia control. McLaughlin-Buick's weight distribution makes this combination the most effective for obtaining a smooth, even ride with ample control of wheel motion. It also adds to the dependable performance and remarkable comfort of the car.

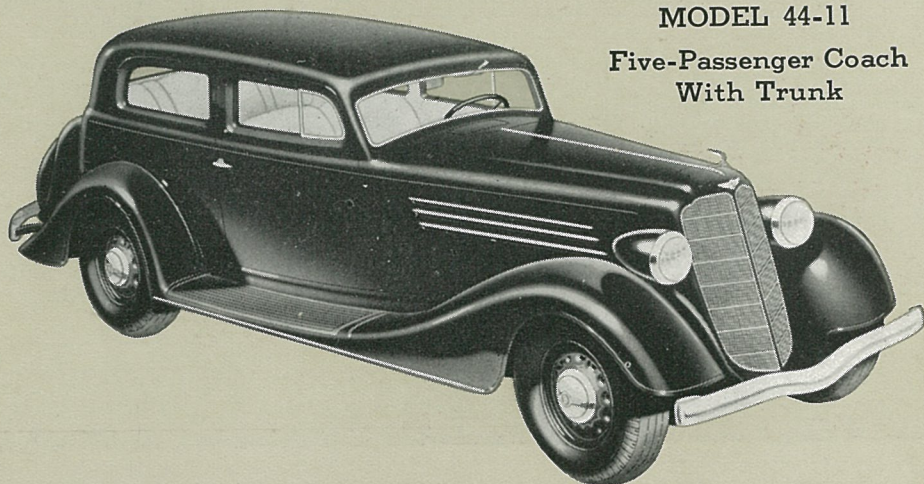


MODERN INTERIORS OF DISTINCTION

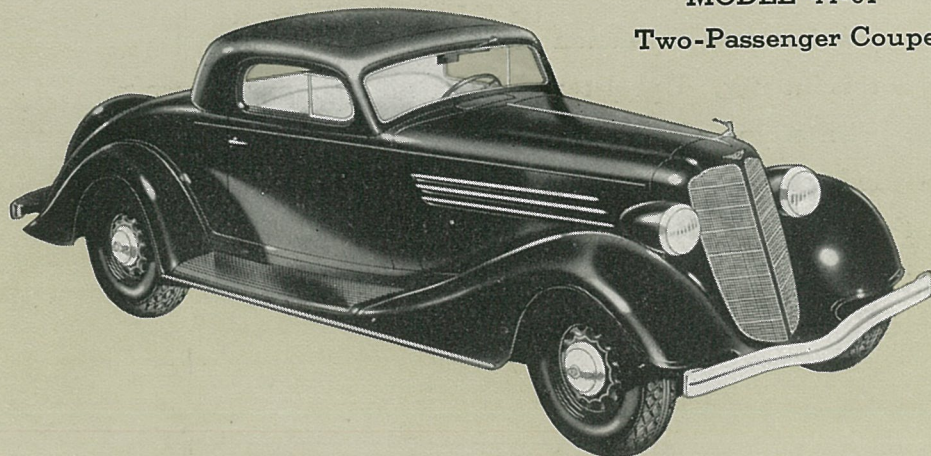
TYPICAL of the fine appointments, comfort and distinction of the new McLaughlin-Buicks, all with body by Fisher, is this interior. Upholstering is done in fine quality plush of soft, blending colors; with whipcord featured in the DeLuxe models. The rear window and quarter-windows are curtained. Improved, quiet Fisher Ventilation keeps fresh air circulating without drafts, and prevents window clouding in wet weather. Foot rests, robe rail, side pockets and center arm rests are provided in the rear compartment of certain models.



MODEL 44-99, Five-Passenger DeLuxe Sedan With Trunk



MODEL 44-11
Five-Passenger Coach
With Trunk



MODEL 44-07
Two-Passenger Coupe

McLAUGHLIN- BUICK SERIES 44

- 117 INCH WHEELBASE
- BODIES BY FISHER
- VALVE IN HEAD
STRAIGHT EIGHT ENGINE
- KNEE ACTION WHEELS
- TORQUE TUBE DRIVE

For more than twenty-five years, McLaughlin-Buick has been one of the world's really fine cars. It has won such a proud and famous reputation that people everywhere measure all cars by this one.

Now, McLaughlin-Buick particularly invites you to compare the six models comprising its Series 44 for 1935 with anything near the price. For here is a Straight Eight that has everything you expect of McLaughlin-Buick . . . beauty, dependability, performance, long life . . . with this added advantage: *You can buy it at an exceptionally low price!*

If you have always wanted a McLaughlin-Buick . . . here is the car for you. Let's take a closer look, to assure you that it's every inch a Straight Eight worthy of its famous name. First of all, you'll recognize that these new Series 44 models have identically the same beautiful, streamlined styling that distinguishes

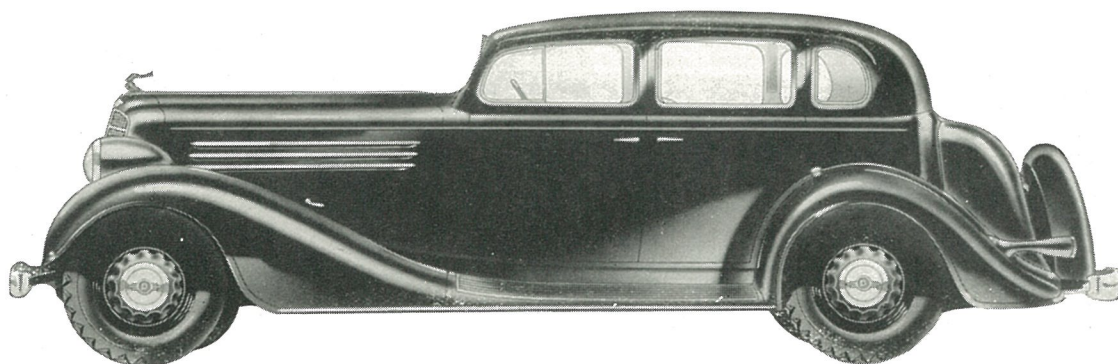
the larger series: Sloping V-type radiator with chromed grille . . . deeply valanced fenders . . . long, horizontal hood louvres . . . everything that distinguishes McLaughlin-Buick's Bodies by Fisher.

Now look inside. Plenty of room, in both front and rear. Specially selected upholstery and appointments. And the famous built-in, improved No-Draft Ventilation.

Finally, look under the hood. Immediately you see the celebrated McLaughlin-Buick Valve-in-Head Straight Eight Engine; everything about this engine is automatic, even the starting. Back of the engine and mounted integrally with it in McLaughlin-Buick's girder X-type frame is the Syncro-Mesh Transmission, silent in all gears. Torque Tube Drive and Sealed Chassis are two other typical McLaughlin-Buick dependability features.

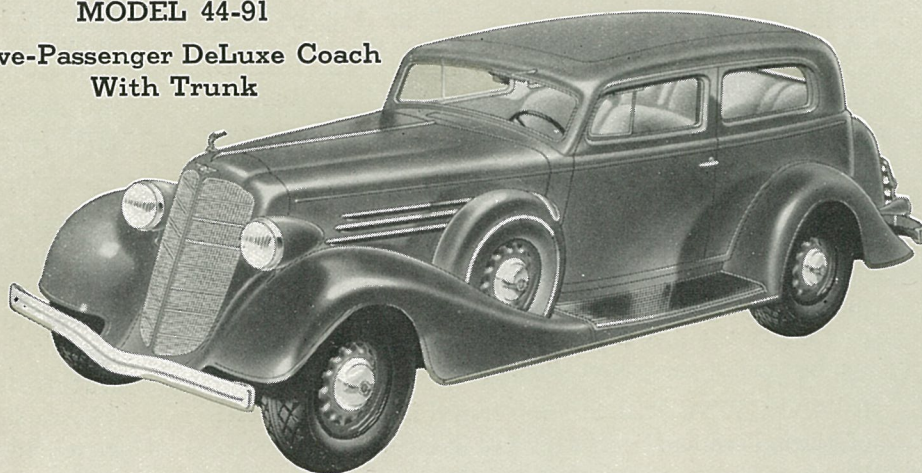
But the most notable thing about the car is the Floating Ride . . . achieved by Knee-Action front wheels with the added advantage of the following features: Ride Stabilizer, to prevent side sway; balanced weight and springing; low-pressure Air Cushion tires; and center-point steering.

This fine Straight Eight can be yours for only a few dollars more than a car that could not give you half so much pleasure and satisfaction. As all the world knows, *you just can't beat a McLaughlin-Buick!*

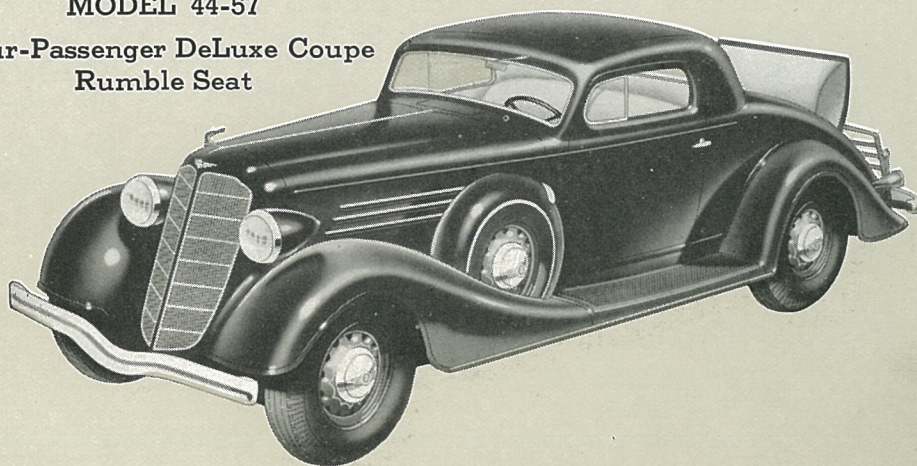


MODEL 44-19, Five-Passenger Sedan With Trunk

MODEL 44-91
Five-Passenger DeLuxe Coach
With Trunk



MODEL 44-57
Four-Passenger DeLuxe Coupe
Rumble Seat



SPECIFICATIONS

McLAUGHLIN-BUICK SERIES 49, 46 and 45 • 1935

ENGINE: McLaughlin - Buick valve - in - head eight cylinders in line cast as unit with upper half of crankcase. Five-point suspension in flexible rubber mountings, two at the front, two at the flywheel housing and one at the transmission.

	S.A.E. RATED HORSEPOWER	DEVELOPED HORSEPOWER
Series 49.....	35.12	116 at 3200 r.p.m.
Series 46.....	30.63	100 at 3200 r.p.m.
Series 45.....	28.2	88 at 3200 r.p.m.

	PISTON DISPLACEMENT	BORE AND STROKE
Series 49.....	344.8 cu. in.	$3\frac{5}{16}$ " x 5"
Series 46.....	278.1 cu. in.	$3\frac{3}{32}$ " x $4\frac{5}{8}$ "
Series 45.....	235.3 cu. in.	$2\frac{31}{32}$ " x $4\frac{1}{4}$ "

PISTONS AND RINGS: High grade cast iron pistons, electro-plated with bronze bushings in the bosses. Four piston rings, two compression rings and one oil control ring above the piston pin and one oil control ring near the bottom of the piston skirt.

CONNECTING RODS: Drop forged heat-treated steel of I-beam section.

CRANKSHAFT: Drop-forged heat-treated carbon steel. Fully counterweighted and equipped with ring-type torsional balancer. Complete assembly statically and dynamically balanced. Weight complete with torsional balancer: Series 49, 144 lbs.; Series 46, 115 lbs.; Series 45, 99 lbs.

MAIN BEARINGS: Five steel-backed babbit bearings stepped up in size from front to rear.

TIMING GEARS: Positive silent drive, requiring no adjustment. Steel gear on crankshaft and Textolite fabric gear on camshaft.

LUBRICATION: Full pressure lubrication from gear pump to all crankshaft, connecting rod and camshaft

bearings, and to rocker arm shaft. Continuous gravity feed to timing gears and generator front bearing.

CRANKCASE VENTILATION: The system maintains passage of outside air, through crankcase, which draws out fumes and vapor, preventing dilution of engine oil. Air is cleaned before entering crankcase.

OIL TEMPERATURE REGULATOR: Regulator warms oil quickly in cold weather and keeps temperature down in hot weather. Temperature regulation is controlled by water from cooling system passing around a radiative core through which oil is pumped under pressure. No moving parts—no adjustment.

OIL CAPACITY: Series 49, $7\frac{1}{2}$ imperial quarts.; Series 46, 7 imperial quarts.; Series 45, 6 imperial quarts.

COOLING: Harrison cellular type radiator core. Thermostat placed in water outlet at top of engine and system provided with by-pass to allow water to circulate through the motor while heating up and before temperature is high enough to open thermostat, after which water flows through radiator in usual manner. The radiator capacity: Series 49, 19 imperial quarts.; Series 46, 15 imperial quarts.; Series 45, 13 imperial quarts.

CARBURETOR: Marvel-Duplex type carburetor, bubble proof. Combined air cleaner and intake silencer fitted to carburetor air intake. Automatic heat control, governed by thermostat.

AUTOMATIC CHOKE: By means of a thermostat the choke is always set at the right position, whether starting from cold, or when the engine is warm.

AUTOMATIC IDLE CONTROL: When the engine is cold, the throttle is held open to prevent stalling and, also when the engine is warmed up the Idle Control is in a closed position.

FUEL SYSTEM: Gasoline drawn from tank at rear through pipe mounted outside of frame. AC fuel pump.

GASOLINE TANK CAPACITY: Series 49, 18 imperial gallons.; Series 46, 16 imperial gallons.; Series 45, 13 imperial gallons.

CLUTCH: All clutches are dry-plate type. Series 49, 2 plates, 9" diameter, 121.74 sq. ins. surface area; Series 46, 1 plate, 9 $\frac{7}{8}$ " diameter, 91.82 sq. ins. surface area; Series 45, single plate, 9 $\frac{1}{2}$ " diameter, 80.4 sq. ins. surface area.

TRANSMISSION: The famous General Motors Syncro-Mesh transmission is used. All gears are helical cut giving silent operation in high, second, low and reverse speeds.

DRIVE: The famous McLaughlin-Buick torque tube drive is used, which fully encloses the propeller shaft from dirt, dust and water. It insures absolute alignment between propeller shaft and rear axle.

REAR AXLE: All axle housings are one-piece pressed steel banjo-type. Series 49 and 46, three-quarter floating. Gear ratios, Series 49, 4.36 to 1; Series 46, 4.7 to 1; Series 45, semi-floating. Gear Ratio 4.89 to 1.

FLOATING RIDE WITH KNEE-ACTION FRONT WHEELS: The new floating ride consists of a combination of the following features:

1. **BALANCED SPRINGING** in which the new soft front coil springs and the rear semi-elliptic springs are of equal resiliency.
2. **BALANCED WEIGHT** in which the weight of the car is almost equally distributed over the front and rear wheels.
3. **KNEE-ACTION FRONT WHEELS** in which the wheels are suspended individually relieving the springs of all functions except to spring the car. The movement of one front wheel, due to inequalities in the road, is not transferred to the opposite wheel.
4. **SWAY STABILIZER:** Mounted at the rear of the frame at the cross member. Its function is to prevent the tendency of the body to lean over when rounding curves or turning sharp corners.
5. **SHOCK ABSORBERS:** The shock absorbers are designed to conform with the other floating ride features.

6. **AIR CUSHION TIRES:** These tires, with large section absorb the vibration which would normally be caused by small inequalities in road surfaces.

REAR SPRING SHACKLES: All shackles are of the screw threaded type. Side play is impossible, wear is automatically taken up, adjustment is never necessary.

FRAME: All series have rigid type frame with a strut-braced central cross member extending to the front and rear inside both frame side channels.

STEERING GEARS: The entire steering system is arranged to give the most perfect steering yet devised. It is the worm and roller type mounted on ball and needle bearings. The steering column is fully adjustable.

DUAL CONTROLLED AUTOMATIC STARTER: The starter pinion engages with the flywheel before current is applied to the starting motor. It is operated by depressing the accelerator pedal or by the hand throttle control on the steering wheel. Starter cannot be engaged unless ignition switch is turned on.

OCTANE SELECTOR: Regulated from the instrument panel permits the use of low grade or high grade gasoline with the greatest possible efficiency, economy and without objectionable spark knocking.

BATTERY: Heavy duty GM battery of the very highest grade is used throughout. Series 49, 17 plate, 145 ampere hours; Series 46 and Series 45, 15 plate, 125 ampere hours.

VACUUM POWER BRAKES: The new controlled-servo four wheel brakes utilize engine vacuum to provide power which reduces pedal pressure to the absolute minimum. The brakes cannot fail because the system becomes mechanical if the vacuum should at any time fail. Solid cast iron drums are used, with machined ribs which dissipate heat quickly. Braking area—Series 49, 264 sq. ins.; Series 46, 205 sq. ins.; Series 45, 176 sq. ins.

WHEELS AND TIRES: Demountable wheels, sixteen inches in diameter with large hub caps. Air Cushion tires—Series 49 and 46, 16 x 7.50 six-ply.; Series 45, 16 x 7.00 four-ply. Tire treads—Series 49 and 46, front 58 $\frac{1}{2}$ ", rear, 60 $\frac{1}{2}$ ".; Series 45, front, 58 $\frac{3}{4}$ ", rear, 60 $\frac{1}{2}$ ". Spare tires have metal tire covers.

WHEELBASE: Series 49, 136"; Series 46, 128"; Series 45, 119".

BODY: Fisher All-Steel Reinforced Body finished in genuine duco. Non-adjustable horizontal hood ports and single hood catches. Deep one-piece fenders extending over the tires at the front and underneath the radiator with deep skirts at the side completely covering chassis parts from view. Stabilized front end mounting with radiator, fenders and lamps mounted independently on sturdy bracket, insulated from the front frame cross member by rubber. The upholstery, both in design and in materials used, is comparable with the very finest of household furniture. All the interior fittings radiate a quality which cannot be surpassed, even in a custom-built body.

INSTRUMENTS: Instruments are located on the left of the instrument panel. They are aviation type with silver dials and large letters, and consist of speedometer, oil pressure gauge, water temperature indicator, ammeter, gasoline gauge. The Octane Selector dial is at the extreme left of the instrument panel. The hand throttle control and lighting are located on the center of the steering wheel. Direct and indirect instrument lighting. Combination ignition and steering lock placed on the steering column.

WINDSHIELD, AND GLASS: The windshield on all models is solid, non-adjustable type. Duplate double

protection safety glass is standard in Series 49; Windshield and Ventilators only in Series 46 and 45.

VENTILATORS: All series equipped with the improved exclusive Fisher No-Draft built-in ventilation system, individually controlled. Large screened cowl ventilator standard on all series.

CONVENIENCE ITEMS: Twin sun visors, adjustable to either front or side, twin windshield wipers operated by separate vacuum pump, rear vision mirror, glove compartment on right side of instrument panel with separate key, and arm rest on both front doors are standard equipment. Robe rail, foot rest, smoking case, ash receiver, clock, pockets, assist cords, center arm rest—one or more of these convenience items are included, according to model selected. All closed bodies wired for radio.

BODY INSULATION: Dash, shrouds, doors and body panels, toe board, front and rear floor and seat pans insulated with felt, cork, cellotex or jute.

LIGHTING: Guide multi-beam head lamps with three-way switch for parking, city driving and country driving. Passing beam is operated by a foot switch on the toe board. Parking lights are in the headlamps. Twin tail lamps and stop lights.

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For detailed specifications on the Series 44, 117-inch wheelbase McLaughlin-Buick please see separate catalogue on the Series 44 models.

Details, specifications and colors subject to change without notice.

FREE—The Automobile Buyer's Guide . . . an 80 page non-advertising booklet dealing with the progress and improvements of Motor Cars during the past five years.

Write Customer Research Department, General Motors Products of Canada Limited, Oshawa, Ontario.

● YOUR 1935 McLAUGHLIN-BUICK IS PROTECTED BY THIS IMPROVED LUBRICATION AND ADJUSTMENT PLAN . . .

. . . in addition to the broad and generous Owner Service Policy. This new plan is designed to protect your investment and assures you of more and better miles from your new McLaughlin-Buick. It entitles you to free lubrications and adjustments of the car at 500 and 1500 miles and six additional free lubrications; obtainable from any authorized General Motors dealer in Canada.

● PAY FOR YOUR NEWEST McLAUGHLIN-BUICK ON THE G M A C PLAN

When you buy a McLaughlin-Buick, you have the privilege of paying for it under the G M A C (General Motors Acceptance Corporation) Plan. The terms are made as low as possible; they can be arranged to meet your needs. You will receive courteous and helpful treatment.

Insurance included . . . The G M A C Plan also includes insurance protection through the G E I C (General Exchange Insurance Corporation). The premium is included in your monthly installments so that your insurance is being automatically kept up without thought or effort on your part.

